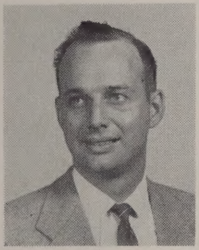
BIRD NEPONSET REVIEW

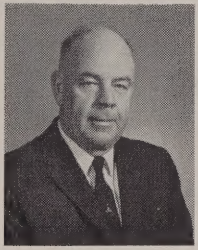
VOL. 47 1959

BIRD REVIEW NEWS DIGEST

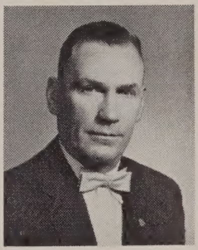
Vol. 47 No. 1 Published for Bird & Son, inc. employees and their families January, 1959

Henry F. Davis


John H. Burn


Albert F. Gilmore

H. Kingman Burrill


Ernest W. Oakes

Organization Changes

Henry F. Davis Appointed Manager Southeastern Division

ON January 1st, following the retirement of J. H. VanHoy, Henry F. Davis became the new southeastern manager of the Building Materials Division. He has been assistant general manager at the headquarters of this division in Charleston since June.

Mr. Davis has had a long career in building materials selling which well prepares him for his present assignment. He joined Bird & Son in 1939 as a sales correspondent. For 14 years he was sales service manager at East Walpole, becoming assistant to the vice president of the division in 1954. Two years later he became sales manager of the Eastern Division, and in June of last year transferred to Charleston as assistant general manager of the Southeastern Division.

John H. Burn

In November John H. Burn was named sales service manager at Charleston, following the resignation of Kermit Mann.

Mr. Burn joined Bird & Son on April 28, 1955 as payroll clerk and cashier. He was named assistant to the office manager on July 2, 1956. A graduate of Charleston High School, class of 1950, he was employed for three years with a local wholesale plumbing and electrical supplies firm, Cameron & Barkley Co. Then followed two years in the Army as a radar mechanic before joining Bird & Son.

Three Promoted at Paper Mill

AS announced in December by Superintendent Lester J. Tarbell, the following appointments were made at the East Walpole Paper Mill, effective January 1st.

Albert F. Gilmore was named assistant superintendent.

Ernest W. Oakes was made foreman of the Stock Transfer Department, and Kingman Burrill was made foreman of the Stock Handling Department.

Albert F. Gilmore

Coming to East Walpole from Turner, Maine, by way of Orono and the University of Maine, Albert Gilmore joined the East Walpole laboratory staff on July 1, 1929. He was named research chemist in 1939 and foreman of the beater room and stockhandling departments in March, 1941. In his new post, he will still direct the work of the beater room, relinquishing the stock handling supervision to Mr. Burrill.

Kingman Burrill

Kingman Burrill now in charge of the Stock Handling Department joined Bird & Son August 1, 1957 as a foreman in the paper mill, assisting in the beater room and in other sections as well. Educated in the Bridgewater schools, Mr. Burrill had worked for the George O. Jenkins Company from 1933 to 1957. For years he was superintendent of their No. 2 Mill, which produces leather board by a process similar to paper making.

Ernest W. Oakes

Ernest "Irish" Oakes came to Bird & Son right after graduation from Norwood High School. That year, 1927, Norwood High had a champion baseball team and one of their stars was young Oakes, catcher.

His first duties here were as a summer vacation clerk in Maintenance; he later was clerk in No. 2 Box Shop. Then he worked for three years in the Cartridge Cutting Department, joining the Stock Transfer Department as clerk in June, 1931. Here he not only served well in his clerical duties but has at times directed the work of the department when John Curran was absent.

Oakes' interest in baseball did not end when he started to work. He played for many years on the Bird & Son teams and on other community teams; in addition for over 15 years he umpired high school, league and college baseball in this area.

As foreman of Stock Transfer he replaces John Curran who retired in December.

LARGEST AWARD last month was won by John McDonald, Roofing Shipping who received a check for $250 from President Anderson for suggesting the use of a different size pallet. This achieved faster loading and reduced pallet cost. Seated: E. L. Chamberlain, winner McDonald, President Anderson, W. R. Wright and C. A. Sumner. Standing: F. P. Reynolds, L. P. Aherne, C. L. Walton, Fred Picard, W. C. Ahlgren, R. A. Wilkins and J. J. Murphy. Picture taken by Dave Kennedy with Polaroid camera.

Nearly Fifty Idea Men Collect Awards

An idea which made a substantial savings in the cost of pallets and in the time for loading certain trucks has resulted in a special award of $250 to John McDonald, Roofing Shipping. He appeared before a meeting of the Administrative Committee just before Christmas to receive his check from President Anderson.

In November Stephen Gooden of Charleston received $50 as a special award for an improvement in product. His suggestion provides a method for liquid chemical treatment of granules in the cooler which gives the granules a more uniform color.

NOVEMBER AWARDS

Six men received an additional $20 for having had five accepted suggestions: Peter Didick, FBM; John Green, FFM; George Davis, Jr., FKM; Daniel Hourihan, DPIF; Hayward Perry, FFDA and John Phillips, FFJS.

Gunnar Anderson, FBM	$20
Peter Didick, FBM	20
John Green, FFM	25
Daniel Hourihan, DPIF	40
James MacLellan, FBV	20
Edgar Vatcher, DPI	20
Domenic Bright, FFG	10
Nicholas Ferrara, FFG	5
Donald Gillis, FBPM5	5
Hayward Perry, FFDA	5
John Phillips, FFJS	5
Vernon Stromberg, DPRE	5
Ralph Vaughan, FFG	5
Andrew Wright, FBM	5

DECEMBER AWARDS

John Down, FFF, Richard Ferris, DPI, George Grover, FFV, Charles Matthews, FBPM1, and Joseph Watkins, FBPM9, all received additional awards of $20 for five accepted suggestions.

Nicholas Ahrens, FC	$20
Julius Aukstolis, FBPM1	20
Philip Black, FBPM9	20
Fred E. Bozeman, FFG	20
George Davis, FKM	40
Louis DeBaggis, FBM	20
Richard Ferris, DPI	20
Albert Franklin, FBV	20
George Grover, FFV	20
Daniel Hourihan, DPIF	20
Edward Keefe, FBY	20
Charles Matthews, FBPM1	20
A. Carleton Rafuse, FFG	20
Joseph Roslauskas, FBV	20
Rita Tremblay, Lewiston	20
Leonard Audet, DPP	5
Steve Blackman and Jessie Reid, FC	5
Thomas Concannon, FBV	5
John Dearnaley, FBM	5
John Down, FFF	5
Joseph Kowolowski, FBL	5
Donato Marrollo, FBI	5
Frank Shumski, FFG	5
Gustav Staller, FBPM6	5
Henry Thomas, FBPM1	5
Frank Troiano, FBM	5
Joseph Watkins, FBPM9	5
James Williams, FCPM6	5

Twenty-Three Retire at Year End

When Tony Milus and James Maroney started at Bird & Son 46 years ago, No. 1 Box Shop was just being built, the Roofing Plant was only 8 years old and deliveries and shipments were still being handled in some cases by horse and team. These two men are the oldest in point of service in the group of twenty-three who retired on December 31.

Those retiring from the company at this time are:

CHARLESTON

JAMES H. VANHOY, from November 10, 1919
JOSEPH B. BLANDFORD, from August 11, 1930

NORWOOD ROOFING

TONY MILUS, from April 29, 1912
TIMOTHY P. DOWLING, from August 25, 1923
FRANCESCO PENNACHIO, from March 20, 1934
ALEXANDER KUPRASZEWICZ, from April 27, 1942
HARRY E. ODIONE, from October 13, 1942

NORWOOD FLOORING

ANDREW L. STUPAK, from April 17, 1918
THOMAS LYNCH, from April 2, 1934
MANUEL SILVA, from September 24, 1942

EAST WALPOLE MILLS

Paper Mill

JOHN CURRAN, from February 11, 1916

Finishing Mill

PATRICK GILMARTIN, from June 30, 1944

No. 1. Box Shop

TONI RAFFAELO, from September 8, 1942

No. 2 Box Shop

JAMES DECHALLES, from March 11, 1925

Maintenance

JAMES MARONEY, from June 12, 1912
GEORGE TOWLE, from January 7, 1916
EMILIO NICASTRO, from June 29, 1925

MAIN OFFICE

ARTHUR WILSON, from September 30, 1918
SANTO DAMICO, from September 24, 1942

PHILLIPSDALE

CHARLES McLAUGHLIN, from February 18, 1924
LOUIS F. UNCAO, from January 6, 1943
FRANK REED, from September 30, 1912 (retired August 31, 1958)
JOSEPH FISHER, from January 23, 1929

CHICAGO

WALENTY NIEWIDOK, from July 18, 1934

Officers Elected

At the annual meeting of the Credit Union in November, the members reelected for another three year term the four directors whose terms had just expired: John J. Burke, Richard H. Ellis, Albert W. Smith and Howard S. Whitney. They also voted a 4% dividend on shares, which has since been paid.

The new Board has elected the following officers: President, Ronald Sager (Bird Machine); Vice President, J. R. Anderson; Treasurer, A. W. Smith; Assistant Treasurer and Clerk, Velma Cobb; Credit Committee: A. D. Colburn, N. C. Bartlett and R. L. Tupper. Auditing Committee: R. H. Ellis, Hilda Rafuse and H. S. Whitney.

Robert Weger

Norman MacDonald

Weger is Foreman

ROBERT O. WEGER, new foreman of the East Walpole Electrical Department since December 1st, has a record of 14 years with the company, starting September 11, 1944.

He came here shortly after obtaining his Massachusetts journeyman's license, learning his trade through two years as a helper at Plimpton Press, a few months at the Foxboro Company and more than a year with DeRoma Brothers. Bob also studied electricity at Wentworth Institute and Franklin Technical Institute. In his new post he succeeds Bernard J. Walker who died in September. Bob is a charter member of the Tri-Mill Sports Club, of which he has been secretary for the past seven years.

MacDonald Promoted

WHEN Arthur Wilson retired at the end of the year, Norman MacDonald was named office storekeeper.

Mac has worked for many years in the department of which he is now in charge. In fact, it was in this department that he first joined Bird & Son as a temporary worker in June, 1934. He later worked for a time at the Floor Covering Plant, returning to office stores permanently in January, 1935. His father is Alex J. MacDonald who retired from the East Walpole Machine Shop in 1955.

BIRD CLUB NEWS

CRIBBAGE

Cribbage players from East Walpole Maintenance fared well in the party of November 18, walking off with all the prizes except one. There were 28 players present. First prize of a turkey was won by George Johnson, Floor Covering; the second prize of a capon, by Ted Knaus of Maintenance. The door prizes of baskets of fruit were won by John Medailleu and Russell Jordan, both of Maintenance.

The third Cribbage party was held on December 16 with 30 players present. The first prize turkey was won by Brownie Kanalski of the Research Laboratory and the capon, second prize, by Andrew Malacaria of Floor Covering Maintenance. The Baskets of fruit were won by Ted Knaus of East Walpole Maintenance and Amedio DeFlaminies of No. 2 Box Shop.

The next party is on January 20 in the East Walpole Brigade Room.

— Charles Locke

NEPONSET CHORAL SOCIETY

The opening concert, December 12th at Walpole High School, was musically and artistically one of the most successful in the Society's ten years of singing. The audience was enthusiastic, though smaller than it should have been for such excellent singing by both chorus and soloists. Leonard Weaver directed, Walter Rockwood was at the piano and Mary Bowditch at the organ.

January 12 will mark the opening rehearsal for the Spring production of Gilbert and Sullivan's "Patience." The time 8 P.M. — the place, Bird Hall, East Walpole. This will be the 8th operetta and the seventh different Gilbert & Sullivan work presented by the group. Dates of the show are May 1 and 2 at the Walpole High School. New singers are cordially invited to the rehearsals on Monday nights.

TRI-MILL SPORTS CLUB

Winners in the November 23 turkey shoot were: Victor Leontie (FFF), Edward Knaus, Jr. (father works at EM), John Patinsky, guest; the door prize was won by Ted Heath (father, Howard, works at FFH). Chairman Bill Mark is now organizing a drive for new members. Next attraction will be a Ladies' Night, in February, in the form of a theater party, place and date to be announced later.

— Bob Weger

CHRISTMAS PARTY

Nearly 1300 happy children and their parents attended the morning or afternoon cartoon shows at the Park Theatre on December 20. Santa Claus, again personified by Aldo Bertoni, handed out suitable gifts and candy at the end of the parties. Co-chairmen for this popular annual event were Julia Smith and John Gnecco.

BOWLING

In both the girls' and the men's league, the top teams have switched places. No. 6 leads the girls' list, and FBM the men's.

Turkey roll off winners among the girls were Doris Reardon and Margaret White. For the men: Antonio LaSalvia, DF; Ted Knaus, EM; Joseph Erker, A; Charles D'Angelo, BE; Thomas Fitzgerald, FFN; Robert DeFlaminis, BE.

ART CLASSES START

Helen Pierce will again be the instructor for classes in painting sponsored by the Bird Club.

Classes for beginners start Thursday, January 15, and run for twelve weeks.

Classes for those who are more advanced start January 12 and also run for twelve weeks.

The meeting hour for both groups is 8:00 P.M. and the place the East Walpole Brigade Room in the No. 2 Box Shop Building.

Recent Deaths

JOHN AIDUKONIS, who retired from No. 1 Box Shop last year, died at the Norwood Hospital on December 16 at the age of 66.

Mr. Aidukonis, who had always worked at the Box Shop, had a continuous service record of 34 years when he retired, December 1957. For years he had been a pressman on the Swift printer-slotter.

He is survived by his wife, Mary, and by three daughters, Nellie and Mrs. Frances Newark of Norwood and Mrs. Leonard Matulis of West Boylston.

HARRY M. CLARK, retired Chicago Roofing salesman, died at his home in Des Moines, Iowa on November 10 at the age of 65. His active service with the company was from 1922 to 1947. He covered the Iowa and Nebraska territories for a number of years until his sight left him and he had to give up work. His wife survives him.

JOSEPH SIENKIEWICZ, retired, died December 23 at the age of 74. He had a record of 42 years of service when he retired from the East Walpole Oiling and Cleaning Department in June, 1950. For the first 10 years with the company he worked on the combiner at No. 2 Box Shop. He is survived by his wife, Antoinette; two daughters Mrs. Sophie Bandonis of South Walpole and Mrs. Mary Sinkevich of Dorchester; and two sons, Joseph of Norwood and Francis of East Walpole.

BIRD Shoe Cartons

THE WINNERS! Local winners of turkeys for Thanksgiving in the suggestion contest were: Herbert Jensen and Carleton Rafuse of Floor Covering and Nicholas Pilavios and Neil Nicholson of Norwood Roofing. Freddie Bozeman of Shreveport was the fifth winner.

SAFETY PAYS OFF

JUST before Christmas an exchange of letters took place between Mr. Herbert Pratt, union representative on the Norwood Roofing Plant Safety Committee and Vice President Eli L. Chamberlain. The content of those letters is worth sharing with you:

From Mr. Pratt to Mr. Chamberlain (December 21, 1958)

> "It is a great pleasure at this time to be able to sit down and present to you a much better safety record report over last year, even though we are far from our goal. I was personally hoping to have a 50% drop in accidents this year.
>
> We must all realize that even though we made considerable gain, it was not too great when you consider that 1957 started out with six lost time accidents due to the change-over of No. 1 machine.
>
> Mr. Eisenhauer, Mr. Wright and the local management have tried and cooperated in every way possible to make this year 100% perfect. All of us I am sure will go on and strive much harder to achieve that perfection in 1959. Also may I take this opportunity to thank you for the personal interest I know you have in the safety program at our plant.
>
> With best wishes to you and yours for a Merry Christmas and a Happy and Prosperous New Year, I am —

Mr. Chamberlain's reply (December 24, 1958)

> Your letter of December 21, regarding the safety record at FB for 1958, is the best Christmas message I have received.
>
> The personal interest you have shown in safety, and the effectiveness of your work, and that of your associates, in this direction has been the answer to the substantial improvement made.
>
> As you have indicated, there has been good cooperation from all concerned, and this cooperation backing up real enthusiasm and a genuine desire to reduce accidents is bound to win.
>
> I shall continue to follow your progress during 1959, and I know that in light of your fine interest in reducing accidents and eliminating the pain and suffering which results, that you will have another good year at FB. Thank you for your very nice letter."

Enthusiasm for safety is hard to maintain. It is natural to react to a severe accident — to put an immediate stop to a condition or a practice that has cost a life. It is not so easy to keep working at the run-of-the-mill safety measures, the day to day practices that keep those big accidents from happening. But that's what the Norwood Roofing employees have done. Their renewed interest in safety is heartening. I am glad to report also that Phillipsdale did a fine job in accident reduction last year.

Accidents always mean individual suffering and sometimes great hardships for the wife and children as well. So often they do not need to happen. Our safety department informs me that 79% of our accidents last year were caused by unsafe acts. The equipment and the work area were in safe condition, but somebody forgot safety for a moment, and the accident happened. It will continue to be management's full time responsibility to provide safe working conditions. Safe practices depend on each individual himself.

Norwood Roofing has announced plans for reducing accidents still further in 1959. I sincerely hope that their enthusiasm and marked improvement may be an inspiration to a better safety record throughout Bird & Son this year.

A. H. Anderson
President

New York Office Will Close

ON January 31 the New York Office of Bird & Son will be closed. The floor covering and roofing business formerly handled from this office will now be taken care of directly from East Walpole.

$750.00 Scholarship

Each year the Paper Trade Journal offers a scholarship of $750.00 to a student who wishes to enter the University of Maine to major in paper and pulp technology. This is a continuing grant, available in the Freshman and Sophomore years.

Its main purpose is to enable a student to major in pulp and paper at the University of Maine who might not otherwise be able to do so.

Application forms for this scholarship should be requested from the Director of Admissions, University of Maine, Orono, Maine. They should be completed and returned to his office as quickly as possible.

Long Service List

January

Angelo Auciello	1-16-24	Paper Mill	35
Bernard Stravinski	1-17-24	No. 1 Box Shop	35
Roy W. A. Meears	1-30-24	Paper Mill	35
Thomas Concannon	1-29-29	Roofing	30
Stanley B. Alukonis, Jr.	1-30-34	Floor Covering	25
Thomas F. Cotter	1-30-34	Floor Covering	25
Charles W. Letts	1-31-34	Floor Covering	25
Joseph E. Lestan	1-25-39	Floor Covering	20
Alfred W. Ellis	1-26-39	Floor Covering	20
Henry Honeth	1-26-39	Floor Covering	20
John J. Murphy	1-26-39	Director of Personnel	20
J. Robert Anderson	1-30-39	Office	20
Carl W. Hanf	1-30-39	Floor Covering	20
John D. Colaneri	1-31-49	Roofing	10

LEWISTON

Guy F. Houghton	1-24-44		15

PHILLIPSDALE

Joseph A. Fisher	1-23-29		30

CHICAGO

Milton Crawford	1-28-29		30

SHREVEPORT

Willie Adger	1-31-49		10
McDaniel Smith	1-31-49		10

February

Michael J. Cronin	2-19-24	Maintenance	35
Elton S. Moore	2-25-24	Floor Covering	35
Domenico D'Angelo	2-11-29	Floor Covering	30
James H. Ellis	2-18-29	No. 1 Box Shop	30
Vernon L. Rafuse	2-21-29	Paper Mill	30
Samuel J. Piraino	2-6-34	Floor Covering	25
John L. Dziubaniuk	2-12-34	Floor Covering	25
Albin L. Vietze	2-13-34	Floor Covering	25
Charles J. Treciokas	2-13-34	Floor Covering	25
Elbert L. Allen	2-14-34	Floor Covering	25
Louis Coburn	2-15-34	Floor Covering	25
John A. Delaney	2-16-34	Floor Covering	25
Lawrence M. Hewins	2-16-34	Floor Covering	25
Carl E. Hilton	2-16-34	Floor Covering	25
Malcolm N. Sisson	2-19-34	Roofing Sales	25
Howard C. Nelson	2-20-34	Floor Covering	25
Leon E. Morrison	2-3-44	Roofing	15
Elizabeth M. Fraser	2-10-44	No. 1 Box Shop	15
Alonzo J. Blais	2-27-44	No. 2 Box Shop	15
Mason A. Clark	2-28-49	No. 2 Box Shop	10
Helen L. Goetz	2-28-49	Office	10
Robert N. Christensen	2-1-54	Horticultural Sales	5
John Henry Moran	2-1-54	Roofing Sales	5
Pauline F. Johnson	2-15-54	Office	5
Robert F. Gemba	2-23-54	Floor Covering	5

PHILLIPSDALE

Charles J. McLaughlin	2-18-24		35
Enar F. E. Peterson	2-21-49		10

CHICAGO

John J. Walsh	2-12-24		35
Ollie Jones	2-1-29		30
Martin R. Pearce	2-5-29		30
Raymond Gusick	2-28-29		30

SHREVEPORT

Robert F. Jenkins	2-1-39	Salesman	20
Albert G. Harper, Jr.	2-1-39	Salesman	20
Gladys E. Bryan	2-16-39	Office	20

CHARLESTON

Richard S. Whitney	2-15-54	Salesman	5
James E. Saunders	2-16-54	Salesman	5
Elbert F. Smith	2-23-54	Salesman	5

BERRY REFINING COMPANY

Jack B. Wells	2-2-54		5
Cosme C. Perales	2-6-54		5

BIRD & SON inc.
Established 1795

E. Walpole, Mass.

Return postage guaranteed

BULK RATE
U. S. POSTAGE
PAID
East Walpole, Mass.
Permit No. 1

BIRD REVIEW

NEWS DIGEST

Vol. 47 No. 2 Published for Bird & Son, inc. employees and their families February 1959

Over $3,000 Paid for Money-Saving Ideas

TOP AWARDS GO TO CHICAGO. Edward Moore, second from right, received $200 suggestion award for submitting the Best Suggestion of 1958. Julius Cozzi, second from left, was paid an additional award of $1,000 for an outstanding idea. Others in the front row are W. C. Ahlgren, treasurer left; A. H. Anderson, president, between Cozzi and Moore; and P. C. Johnson, western manager, far right. Back row; Donald Frazier, R. W. MacLeod, A. J. Bohnenberger and Walter Wiggins.

Best of '58 Award to Edward Moore

Cozzi Wins $1,000

OVER $3,000 in special award money was paid in January to suggesters with outstanding ideas, two Chicago men pocketing $1,825 of it.

The $200 award for the Best Suggestion of 1958 went to Edward Moore at Chicago for his suggestion "Grind Straight Knives Lower at DC Die Roll." For this idea he received also a special award of $625.

A check for $1,000 was handed to Julius Cozzi, Chicago, for his suggestion which had previously been named the best suggestion of 1956. His idea for running Hip and Ridge shingles double, with a perforation in the middle, was put into use at all other Bird roofing mills in 1958, making substantial savings for the company. His total take on this one idea to date is $1,595.

President Anderson presented these checks in person on his visit to Chicago on January 19. A week later he announced the other big award winners at a meeting in East Walpole.

Because two suggestions proved to be of approximately the same value to the company, duplicate awards of $100 were paid for the second best suggestion of 1958 to both Alessandro Alessandrini, No. 1 Roofing Machine, Norwood, and Philip D. Leon, No. 1 Roof-

(continued on page 2)

New Insurance for Some Veterans

IF you are a veteran of World War II or the Korean conflict and have National Service Life Insurance you will be interested in a bill passed by Congress late in 1958. It authorizes the following:

For a nominal sum — as low as $12 a year in some cases — you may add a provision to your policy that will pay you up to $100 a month if you become totally disabled for any reason.

Benefit payments begin after the disability has lasted six months, and continue as long as the policyholder is unable to work. Other provisions of the policy are not changed in any way.

Disability payments are set at $10 a month for each $1,000 of G.I. insurance held. For a $5,000 policy you would get $50 protection per month; for a $10,000 policy, $100 per month.

You should apply for this through the same office at which you pay your premium.

$1,155 FOR MONEY-SAVING IDEAS was paid to three Norwood winners in January. Alessandro Alessandrini, Norwood Roofing, seated in center collected $825 for two ideas. Nemus Cianfarani, Floor Covering was awarded $180 and Michael Foley, $150. Seated: W. R. Wright, E. L. Chamberlain, Foley, Alessandrini, Cianfarani, W. R. Pratt, C. L. Walton. Standing: W. R. Anderson, F. P. Reynolds, L. D. Aherne, H. S. Hanna, A. H. Anderson, Louis Silvestri, C. A. Sumner, J. J. Murphy, E. M. Grout, Albert Procaccini.

Suggestion Awards

(continued)

ing Machine Shreveport. The Norwood suggestion was for a smaller hopper on the fifth lane at No. 1 overlay and the Shreveport one for a clutch for No. 4 Hopper. Alessandrini also received a special additional award of $400 for his idea. Leon had previously received a special award of $420 early in 1958.

When the special awards were presented before the Administrative Committee on January 26, Alessandrini heard his name read off for a third time as he was handed a check for $325 representing a special award for his suggestion "Soapstone Catcher at Base Surfacing Roll." This gave him a total of $825 in award money at this meeting.

Two other men received special award checks and the congratulations of the President and the Administrative Committee at the January meeting. Nemus Cianfarani, Floor Covering, was awarded $180 for his suggestion "Use Narrow Masking Tape." Michael Foley, Norwood Roofing Office, learned that his suggestion, "Use 14″ Forks for Felt Handling," had won him a special award of $150.

Regular January Awards

Five men received the additional $20 award for five accepted suggestions: Thomas Concannon, FBV, Robert McColgan, FFN, Joseph Roslauskas, FBV, Charles Solbo, FBPM1, Andrew Wright, FBM.

Arthur Moore, FBW	$20
Homer Bills, FKPM1	20
N. Bruce Clifford, Manchester	20
Thomas Concannon, FBV	20
George Davis, FKM	20
Huldege Degre, FFG	20
Rocco DeLuca, FFG	25
August Enos, DPRE	20
Stephen Gooden, FKW	20
Daniel Hourihan, DPIF	60
William Janusaitis, FFS	20
George Jobin, DPRE	20
Robert McColgan, FFN	25
Daniel Marolda, FFF	20
Fred Matthews, DPM	20
James Michienzi, FBF	20
Raymond Nolan, DPP	20
Edward Perry, DPX	20
Frank Shumski, FFG	20
Charles Solbo, FBPM1	20
Arthur Wise, FKPM1	20
Andrew Wright, FBM	20
Arthur Brooks, FFN	5
Robert Cashen, FBV	5
Wesley Clifford, Manchester	5
Roland Hoogerzeil, FFF	5
Joe Mills, FKM	5
Edward Mingels, Jr., FBB	5
Joseph Roslauskas, FBV	10
Edward Toler, FKM	5
Ralph Vaughan, FFG	5

Higher Social Security Taxes –But More Benefits, Too

THE additional Social Security taxes which we all started to pay in January will help foot the bill for a number of more liberal benefits. Payments to those already retired will be increased about 7 percent, as of February. Workers retiring in 1959 or later will also receive higher benefits averaging 7% or more. Maximum benefits under the old law for those with an average monthly wage of $350 were $108.50 for a single man, $162.80 for man and wife, both over 65. The new law provides $116 for the single man, $174 for the man and wife.

Those who retire in the future will find retirement benefits even higher. Because of the increase from $4200 to $4800 in taxable earnings, and in earnings used as credit toward retirement benefits, the maximum retirement benefit will eventually be $127 for a single person and $190.50 for a man and wife, both over 65. Also, because the general 7% increase will apply to payments to dependents, the maximum payment to a family, formerly $200, will now be $254.

There are increased benefits too for the survivors of workers who die before age 65. These are paid to widows with dependent children, children under 18, dependent parents of retirement age, and to all widows age 62 or older with or without dependent children.

For further information about the new Social Security Law visit your local Social Security office or see, E. H. Coleman, assistant treasurer in charge of retirement plan and group insurance.

Retired in January

MICHAEL KOZLOSKI, East Walpole Paper Mill, retired January 31 after 36 years of active service. He began work July 7, 1922 in the Sorting and Cutting Department, worked for a time as a beaterman's helper, and since 1945 had worked in Stock Handling.

MASSACHUSETTS' FINANCIAL CRISIS

- A budget of $454 million for the fiscal year 1960.
- A deficit of $90 million, according to the Governor's own figures, to be faced in the next 18 months.

  (Governor Furcolo's solution is to meet this deficit by the withholding tax, just passed, and the controversial sales tax soon to be debated by the legislature.)
- A state debt of more than ONE BILLION DOLLARS ?

These are some of the tremendous issues facing our lawmakers on Beacon Hill right now.

Did you ever try to picture ONE BILLION DOLLARS

ONE BILLION ONE DOLLAR BILLS, placed end to end, would circle the earth four times.

ONE BILLION ONE DOLLAR BILLS would make a solid carpet nearly 7 feet wide across the entire United States.

If a man started counting one dollar bills as fast as he could continuously - 8 hours a day, 6 days a week - it would take him over 83 years just to count ONE BILLION DOLLARS.

Massachusetts citizens today are trying to understand these astronomical figures.

Why, they ask, is a budget of almost $46 million more than ever before being requested?

Must expenses always go up and up?

How about a little old fashioned strict economy?

Why not look for ways to CUT the budget, not propose new measures that will put the state further in debt?

The Governor himself has pointed out that we must blame the present financial crisis on the continued policy of spending beyond available means.

THIS IS A YEAR OF DECISION for our representatives on Beacon Hill. Either they will strike a balance between expenses and available income from reasonable and fair taxes, or - plunge the state and all the citizens into another and worse financial situation.

2/10/59

the chicken
or the egg?

higher prices
or higher
production costs?

Which DID Come First?

WHICH CAME FIRST — the chicken or the egg?
Ever since men could think, people have been trying to figure that one out. They still don't know the answer.

Where the cost of living is concerned, which came first — the cost of manufacturing the articles for sale or the boost in price of the articles on the nation's counters? This too has been discussed into the ground since the first small cloud of inflation all but blacked out the sun. Nobody knows the answer.

And in the final analysis, what does it matter? It's of little practical interest now who made what colossal booboo all those years ago. The war was lost and millions of people suffered.

If we in this country don't stop, look and listen — and do it right now — there's a very good chance that we're going to lose the battle of inflation. And if we do; all of us are going to suffer — all 175 million of us. There will not be, because there cannot be, any exceptions.

Our dollar, the dollar we work so hard to get our hands on, is worth less than half what it used to be worth and, a bit-of-a-penny at a time, inflation is chipping steadily away at what's left of it. Pretty soon the dollar will be like the French franc. (French francs come in such astronomic denominations that it almost takes an IBM machine to buy a box of matches.)

One doesn't have to be a graduate of the Harvard Business School to realize that the more it costs to make an article, the more you have to push across the counter to buy it.

In the old days, a local blacksmith hammered out and fitted a set of horseshoes and it was a relatively simple matter. But under the wonderfully specialized United States economy of 1959, the story is very different and unbelievably more complicated.

Many costs enter into the main stream of today's production. As long as the costs remain reasonable the stream flows smoothly. But when unreasonable costs are added, the stream overflows its banks and goes out of control in a flood of inflation.

ONE HUNDRED DOLLARS looks great on a bill but not when it merely represents the cost of the paper it's written on. Ask the French!

Top of the News

Norwood Roofing

At the office and foremen's Christmas Party held at the home of Herb Davis, surprise event was a birthday cake for Howard Bearce, all aglow with candles. This was the second annual party held at the Davis home and all report a wonderful time.

We welcome back to work again Jimmie Reynolds, No. 7 machine tender and union Secretary, who had been on the injured list for over a year.

Our deepest sympathy to Charles Moore whose mother recently died.

The gentleman who spent the two weeks before Christmas visiting No. 7 machine was Bernard VanBrussell of the Chicago Roofing Plant.

Tony Milus and Harry Odione were given a party at the Colonial Inn in Medfield before their retirement on December 31. Each was presented with a wallet and a sum of money. In addition, Tony received a toy atomic submarine and a decorated oil can appropriately inscribed.

Mike Kelley, retired, and Anne Kelley are wintering again in Florida.

East Walpole Finishing Mill

Congratulations and best wishes to Mr. and Mrs. Charles Sabonis who were married in November. Mrs. Sabonis was Florence Fitzgerald and formerly worked here.

No. 2 Box Shop

Everett Seavey has taken over his new job in the Sample Department.

Best wishes go to James DeChellis for a healthy and long retirement.

Main Office

A cordial welcome to the following who have joined us in recent weeks: Gerhard Baumann in Accounting; Kenneth Ralph in Horticultural Sales; Hugh McLean and Warren Young in Carton Sales; Charles Stewart in Purchasing and James Muir, Richard Davis and Richard Yeomans in Mail Service; Davis has since transferred to the Roofing Plant Office. Also, we welcome back from military service Dean Hodgson, Carton Sales.

Charles Maneikis, Roofing Sales, became a proud dad when a son, Charles John, was born January 4 at Beth Israel Hospital.

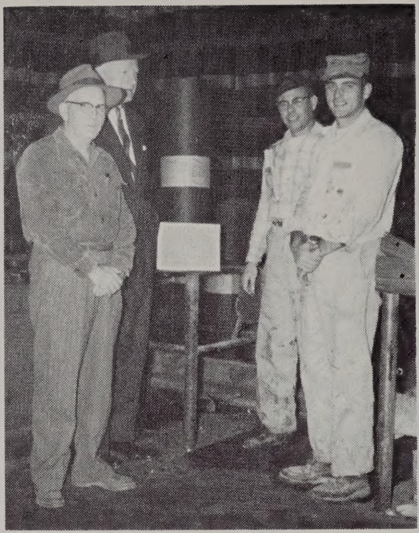
John Andrews, Assistant Purchasing Agent, spent a two weeks vacation in sunny Florida.

Mary Sitkauskas of Purchasing left Bird & Son January 30 to take up full duties as a housewife. Replacing Mary is Beverly Ferran and in Kay Hedin's job, Marianne Bamford is now working.

Seymour Matuson has just been appointed territory salesman for the Philadelphia Floor Covering territory. He has been a salesman for our good distributor, Eskay Carpet Corporation of Brooklyn for a number of years.

Charleston

Herman Myers has moved from his Georgia territory to the South Carolina territory of Bernard Blandford, who has retired.



MILLIONTH ROLL of asphalt felt produced in 1958 on Shreveport's No. 3 machine. This challenge of a million rolls in a year was given by President Anderson when the machine was first built, and in 1958 WE MADE IT. Proudly displaying the roll are, left to right: N. R. McNeill, general foreman, J. D. Johnston, southwestern manager, Elton Bamburg and Clayton Cobb, two of the machine foremen. The third foreman, Claude Ragsdale, on whose shift the roll was made, was not present for the picture.

Maurice D. Copeland is the new salesman in Myers' old territory. He comes from Columbus and is recently out of the service. At Presbyterian College he majored in Economics and was active in several sports. In the summer of 1957 he sold cars for a firm in Columbus, Ga.

J. H. VanHoy's retirement was saluted at two parties in Charleston. At the Christmas Party just before the holidays he was the central figure in a "THIS IS YOUR LIFE" presentation. Mrs. VanHoy, a surprise guest, arrived in time to see the presentation of the beautiful silver bowl.

During the Sales Meetings in January, both Mr. VanHoy and Mr. Blandford, retiring salesmen, were honored by the entire Southeastern Division Sales force plus top management executives who flew in from East Walpole, Chicago and Shreveport.

On J. B. Blandford's Daily Salesman's Report for December 31 is an order from the Gettysburg Lumber Company of Gaffney South Carolina and this notation by Mr. Blandford — "This is my final order as a salesman for Bird & Son. I took my first order for Bird & Son from this good Company (Gettysburg Lumber) 28 years ago."

Floor Covering

John R. Flynn, Shipping Office, has just been elected president of the Boston Chapter of St. Anselm's College Alumni Association. Jack graduated from the Manchester, N. H. institution in 1943. Although an active member of the alumni association he has never held office in it before. His job is a big one this year, as the school is embarked on a large building and development program. Jack is already hard at work organizing a team of solicitors for the Boston area.

Christmas gifts from Bird & Son grandparents to a two-months old grandson went half-way 'round the world to Pakistan, next door to India. Mr. and Mrs. Richard Towle, who welcomed Richard, Jr. into their distant home on October 8, are both related to Bird workers: Richard is the son of George Towle, who retired this year from East Walpole Maintenance; his wife, Dorothy, is the daughter of Howard Nelson, Floor Covering Maintenance. The young Towles have been in Dacca, Pakistan about a year where Mr. Towle is serving as Health and Sanitation Adviser.

Mr. and Mrs. Norman Lull welcomed a baby boy on January 5, David Carter Lull. Norman works in Shipping.

Shreveport

We were saddened by the death of Mrs. Nora Robertson January 9. Since the beginning of the Shreveport operations in 1937 Mrs. Robertson has been closely associated with Bird & Son. She was the mother of Grace Fuller and mother-in-law of Modena Fuller of the office. Through the years other members of her family have also worked with us, including Donald Hanley and Leonora Evans, who were her grandchildren.

We extend our sympathy to Anne Floyd in the death of her husband, John. While he was with us as a long distance truck driver, he made a host of friends among his fellow workers and also among his customers to whom he delivered our products.

Chicago

The best of luck to Ron Snyder who on January 25 reported to Fort Leonard Wood for military service.

Welcome to Kent Noorlag who has just joined our Traffic Department. We hope he enjoys his stay with us.

John Cope of the St. Louis Warehouse was made manager January 1st and Vic Schneider, the previous manager, took a sales territory in Southern Illinois. Welcome to our new warehouse man at St. Louis, Donald Foster.

Chicago has been favored with quite a few visitors from East Walpole recently, including David Bird and Perkins Bass of the Board of Directors and Mr. Anderson and Mr. Ahlgren whose visit was made especially pleasant when they presented substantial awards to Julius Cozzi and Edward Moore for their suggestions.

It is good to see Margaret Hoey back in the office after being laid up many months with a broken hip. She uses a crutch, but still has that infectious laugh and good spirits.

* * *

Business and labor are different sides of the same problem. It is impossible wisely to treat either without reference to the interests and duties of the other — and without reference to the fact that the interests of the general public, the commonwealth, are paramount to both.

— Theodore Roosevelt.

* * *

News Briefs . . . .

WE MAKE 'EM

The men in the Paper Mill and some sections of No. 1 Box Shop, hardly ever have an opportunity to see the finished product which they help create. To fill in this gap, H. R. Bonnyman, Sales Manager of the Fibre Box Division, has set up a continuing exhibit of finished boxes at No. 1 Box Shop Cafeteria, called, "Yes, We Make These Boxes." The three-shelf display contains a group of boxes which are changed from time to time, illustrating the various styles and types of products and incidentally at the same time providing good will and free advertising messages for our companies. In recent weeks these boxes have been exhibited: —

Prince Macaroni
Rain-Beau Products
Phoenix Spring Beverage Co.
Cuprinol Division, Darworth, Inc.
Savogran
Foxboro Company
Socony Oil
Clicquot Club
Carling Brewing Co.
Narragansett Brewing Co.
Remington Arms
Bardahl Company
Stowe-Woodward Co.

NEW MASTER-BILT COLORS

SNOW WHITE granules, whiter than we've ever made before, are now being produced at Charleston for use in shingle production at Charleston and Shreveport. As a result, both the Southeastern and the Southwestern divisions have announced New Snow White, New Winter White and New Frost Blende — three new colors in Master-Bilt shingles.

The process was developed at the laboratory at the Norwood Roofing Plant. Different equipment is used to apply two coats of white on each granule, resulting in a brilliance and whiteness never achieved before. Over 30% of granule production is now in white granules, due to the heavy demand for lighter colors and blendes which have color-appeal and which also make a cooler house.

First introduced in the South, where light colors are especially popular, the new method is also soon to be scheduled for installation at the Norwood granule plant.

ON BIRD PAPER

Exhibited in a frame on the wall of the Main Office lobby are three old bank notes printed on Bird paper nearly 150 years ago. One is dated November, 1811, the other two, August, 1812, and all of them were issued by the Hall. & Augusta Bank of Massachusetts. At that time the Commonwealth of Massachusetts included all of the present state of Maine. Thus Hall. & Augusta apparently refers to Hallowell and Augusta. Old company records show that during the War of 1812 and later, George Bird was making bank paper for U. S. currency.

The paper for these bills was made, of course, in Dedham before the company moved to its present East Walpole location.

100% BIRD

Salesman Robert A. Moore reports that his long time (over 15 years) shoe carton distributors, York Paper Box Company, of York, Pa. are enthusiastic users of Bird products. Harry and Franklin Thomas, who run York Paper Box, not only buy many cartons, they own a row of low rent apartment houses in their city, all of which are protected 100% with Bird shingles and Bird Insulating Sidings.

* * *

Recent Deaths

George Stone, retired, died at his home, 14 Short St. East Walpole on January 17 after a long illness. He was 85 years old.

His employment with Bird & Son started in the Cutting and Sorting Department, East Walpole Paper Mill back in 1908. For many years he was a gang boss. Since retirement in 1948 he and Mrs. Stone have lived in East Walpole. In addition to his wife he is survived by two sons, Anthony of New Haven, Conn. and Peter of Richmond, Virginia and a daughter Mrs. Mary Nevins who works in our Stenographic Department.

John Floyd, trucker at Shreveport died January 3. He had been a long-distance truck driver from March 10, 1951 until stricken with a fatal illness a few months ago. He is survived by his widow, Ann, who works in the Shreveport office, his father and two daughters, Gloria and Johnnie.

Joseph Surowiec of Blackstone died January 8 at the Veterans Hospital in Providence, after a short illness.

He had been at Bird & Son since June, 1956, working all of the time in the East Walpole Beater Room.

Funeral services were held at St. Paul's Church, Blackstone, on January 12. He was unmarried, making his home with his sister Mrs. Mildred D. Ryan, who survives him.

Bird Club News

Cribbage

The fourth party of the season was held in the Brigade Room on January 20. There were 24 players present, which was a pretty good turn out considering the weather.

Charles Carter of East Walpole Maintenance won first prize, Lauri Jalkanen of Roofing Maintenance, second prize. The baskets of fruit were won by Russell Jordan, East Walpole Maintenance and Andrew Malacaria, Floor Covering Maintenance.

You are all invited to the next party on February 17, at the Brigade Room.

— Charles H. Locke

Neponset Choral Society

Rehearsals for the Spring performance of Gilbert and Sullivan's "Patience" got under way on January 12. Tryouts for solo parts are scheduled for February 9 at Bird Hall, East Walpole.

Men's Bowling

Keeping their lead gained last month, the FBM team won the first half of the season, with DF team the runner up. Edward Mingels has topped both Petroni and Jennette for a high single score of 150. Joseph Purpura, however, still hangs on to his three string record of 357. Earle Higgins, FFR and Antonio LaSalvia, DF are tied with a 103.4 average in the individual standings.

Girls' Bowling

Doris Reardon now holds the High Single record of 118, with Dorothy Ceruti a close second with her score of 113.

Doris Reardon also has walked off with other top honors, beating out Mary McDonagh for the high three string spot by one pin: Doris, 309, Mary, 308. And Doris also leads the individual standings with a 87.9 average. Second spot in the individual list is held by Jennie Mike with 87.1.

Team standings at the first of the month:

No. 6	.720
No. 3	.580
No. 4	.565
No. 5	.550
No. 2	.312
No. 1	.280

Art Classes

Nine showed up for the first beginner's class when it started in January. Since then others have joined, making a total of 23 now signed up, both beginners and advanced students. Classes meet Mondays and Thursdays at 8:00 P.M. in the East Walpole Brigade Room, under the expert instruction of Mrs. Helen Pierce.

STUDENTS AGAIN, and they like it! Maintenance men from the three local mills have been taking a course in shop math, blue print reading and shop theory. Instructor Hank Mathieu stands at the blackboard in the rear. Left table: Frank Troiano, Thomas O'Toole, John Sigmund, Urho Wiik, Clayton Abar, John Green, John Smith, Louis Camelio, Joseph Sastavickas, Andrew Malacario, Fulvio Corsini, William Melish, Willard Besaw, Peter Carchedi, Robert Goode, Robert Dorman, Peter Didick. Right table: Joseph Pawlowski, George Kozak, Robert Ivatts, Martin Coyne, Edwin Jankowski, John Dill, Charles Carter, Domenic Nolfi, William Swinnerton, John Folan, William Ivatts, James Patchin, Leo Murphy, Tappy Venterosa, John Glebus, Harry Angus, Joseph Foley. Over forty men voluntarily signed up for this Wednesday evening class. Not all were present for the picture.

Long Service List

March

Name	*Year*	*Dept.*	*Years*
Thomas A. Rogers	3-31-24	Floor Covering	35
Harold J. Mattson	3-19-29	Roofing	30
Charles A. Norton	3-21-29	Roofing	30
John F. McLatchey	3-12-34	Floor Covering	25
Henry C. Eklund	3-15-34	Roofing	25
Daniel Iagatta	3-19-34	Floor Covering	25
John E. Costello	3-19-34	No. 1 Box Shop	25
Theodore F. Pierce	3-19-34	Roofing	25
John J. McDonald	3-20-34	Roofing	25
John G. Phillips	3-20-34	Floor Covering	25
Charles W. Shusta	3-20-34	No. 2 Box Shop	25
Thomas J. McColgan	3-28-34	Floor Covering	25
Vincento Cappuccio	3-29-34	Roofing	25
Thomas J. Curran	3-6-39	Roofing	20
Peter Daly	3-16-39	Maintenance	20
Thomas McDavitt	3-16-39	Roofing	20
John M. Down	3-16-39	Floor Covering	20
Walter W. Hansen	3-30-39	Floor Covering	20
Frank M. Molinari	3-7-49	Office	10
Vito DiCicco	3-11-49	Floor Covering	10
Joseph H. Johnson, Jr.	3-14-49	No. 1 Box Shop	10
Edward J. DeRoche	3-17-49	Floor Covering	10
Howard W. Cartwright	3-21-49	Floor Covering Salesman	10
Charles Sansone	3-22-49	Roofing	10
Virginia P. Stasis	3-1-54	Office	5
William E. McCarthy	3-4-54	No. 1 Box Shop	5
Donald A. Freeman	3-5-54	Paper Mill	5
William F. Conroy	3-8-54	No. 2 Box Shop	5
Robert C. Eagles	3-8-54	Finishing Mill	5
Ernest G. Holcomb	3-8-54	Paper Mill	5
Henry F. Kianski	3-8-54	Roofing (Laid off)	5
Kazys Simenas	3-8-54	Roofing (Laid off)	5
Leo E. Brissette	3-9-54	No. 1 Box Shop	5
Guido Dalla-Fiore	3-9-54	No. 1 Box Shop	5
Roland Plante	3-9-54	No. 1 Box Shop	5
Stanley C. Joyce	3-10-54	No. 1 Box Shop	5
Page S. Bunker	3-15-54	Office	5
Francis R. Burns	3-19-54	Floor Covering	5
M. Dorothy Russell	3-22-54	Office	5
Daniel A. Marolda	3-22-54	Floor Covering	5
L. Arthur Harris	3-25-54	Roofing (Laid off)	5
Robert V. Holmes	3-25-54	Roofing (Laid off)	5
Alfred W. Kent	3-29-54	Office	5
John Kazcavich	3-31-54	Roofing (Laid off)	5

LEWISTON

Fern M. Champagne	3-8-49		10

NEW BRITAIN

Marshall B. Lee	3-11-24		35
Anna M. Gorofano	3-26-54		5

PHILLIPSDALE

Joseph DeCosta	3-5-24		35
Manuel R. Alexander	3-5-34		25
Frederick R. Matthews	3-5-34		25
John A. Cyronak	3-29-34		25
Alfred Gamboa	3-20-44		15
George A. Smith, Jr.	3-1-54		5

CHICAGO

Joseph Blosky	3-11-19		40
Charles M. Sheeley	3-15-39		20
William Fredericks	3-15-49		10
Marie Patterson	3-16-54	Office	5

SHREVEPORT

Eddie White	3-14-44		15
John C. Lee	3-24-44		15
Charles L. Musick	3-12-54		5

BERRY REFINING CO.

William D. Anderson	3-30-54	Sales	5

In Operation Soon

During the week of February 9, test runs will begin on the new tunnel dryer and other equipment for Super Vinyl production at the Floor Covering plant. It is expected that this section of the new unit will be turning out regular production on the scheduled production date of March 1st.

Now ready for operation are the coater, the huge tunnel dryer and the planishing section. These units apply the vinyl coating, after the design has been printed at the present rotary machine, dry it quickly and make a smooth, glossy surface.

Construction of the rest of the new equipment, including the new rotary machine, is on schedule, too. Expected completion date is mid-summer.

BIRD & SON, inc.
Established 1795

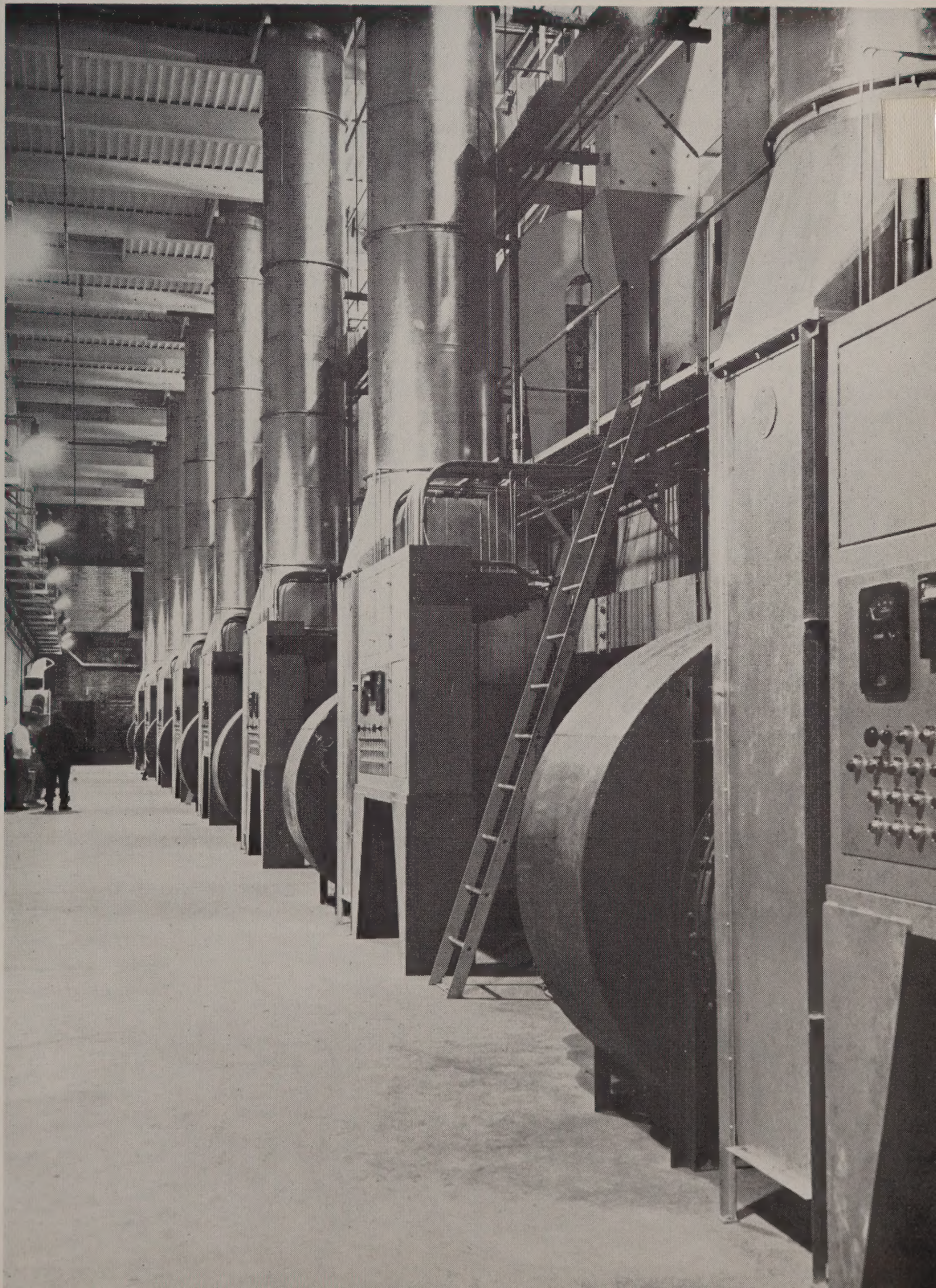
E. Walpole, Mass.

Return postage guaranteed

BULK RATE
U. S. POSTAGE
PAID
East Walpole, Mass.
Permit No. 1

BIRD
NEPONSET
REVIEW

MARCH 1959



l. 47 No. 3

We All Profit from Profits

THE PROFIT SYSTEM is as much a part of the democratic way of life as the ballot box itself. The two things go hand-in-hand. There is no instance on earth where this is not so.

This does not mean that profits do not exist under other forms of government; they do. But those who benefit from these profits are very different from those who enjoy the profits earned under the free enterprise which is the backbone and the everlasting strength of democracy.

Under our system of government, when a company prospers, all those connected with the company also prosper. Jobs are assured and there are more of them.

But this is the course of events only if profits are made to play their share in our economy. They must be put to work. Research is needed to keep ahead of the competition. New plants and modern machinery are needed to translate the theory of research into the facts of production. This costs money and that money comes from the profits of a successful, well managed and efficiently operated organization. These profits make more profits and the company continues to prosper and so do those connected with it.

Under other forms of government there are profits also. But the bulk of these profits go to the upkeep of a police establishment which retains in office politicians and their hangers-on who, under our system, would, in all probability, be in jail. The overwhelming majority of the citizenry derives little or no benefit from the profits which they help to make.

Although it is still far from perfect, our form of democracy is miles ahead of any other system of government yet devised. We thrive on it and it, like us, thrives on — profits.

ON THE COVER

Impressive new tunnel dryer, Floor Covering Plant. After the vinyl coating is applied to the surface of the sheet the material travels through this dryer covering the 192 feet in about two minutes. Intense heat from eight units fuses the vinyl to the sheet in a hard, extremely smooth finish.

MIEA

BIRD NEPONSET REVIEW

ICIE

Vol. 47 No. 3 March 1959

Published for the employees of Bird & Son, inc., and their families.
Editorial Office at East Walpole, Mass.

EDGAR M. GROUT, Editor JOHN J. MURPHY, Adviser
KENNETH W. PIERCE, Photographer

HIGHLIGHTS OF
1958 ANNUAL REPORT

- Net sales were $48,804,303.00.

- Net earnings (profit) after taxes were the lowest since 1938 — $625,154.00.

- Over $15 million were paid in wages and salaries.

- It took 54.9¢ out of every sales dollar to pay for raw materials, supplies and other similar costs.

- 34.9¢ out of every sales dollar was spent for wages, salaries and employee benefits.

- There was only 1.6¢ left out of each sales dollar to make payments to the stockholders and to reinvest in the business. .9¢ was allotted to the stockholders; .7¢ was reinvested in the business.

Annual Report for 1958

TWO outstanding factors in 1958 largely explain why Bird & Son, inc. experienced its worst year financially since 1938. One was the competitive price situation in roofing. The other was reduction both in price and in demand for Enamel-Surfaced Floor Covering.

In our Roofing Division we shipped the highest tonnage in our history. Yet during most of the active selling season prices in the roofing industry were far too low to enable us to operate at a satisfactory profit. They dropped severely in the spring and did not begin to rise until September — too late and too little to recover all that we had lost during the height of the building season.

In the Floor Covering Division we continued to operate at a very low volume in Enamel-Surfaced Floor Covering, because fewer customers are buying this kind of floor covering. Prices in this product were ruinous. We were only partially able to offset this loss in volume with production of the new Super-Vinyl and linoleum products.

Volume Not Whole Story

The 1958 experience of the Roofing Division demonstrates that a high volume of sales by no means necessarily indicates a substantial profit. Thus competition *in price* makes business unprofitable when costs are high. The effect of price competition was also proven in 1958 in the Floor Covering Division. In addition, the falling off of sales of Enamel-Surfaced Floor Covering proves that competition *in type of product* is equally important. In floor covering, customer demand for new types of flooring emphasizes the wisdom and downright necessity of the heavy investment we are making in the Floor Covering Division — a clear proof that unless a business can obtain the money for new products and improvements there will soon be no business.

In Operation

On the brighter side, we can look back with satisfaction on the fact that the Floor Covering Division successfully engineered its big building program, keeping well ahead of schedule on the first phase of construction. The coater, the tunnel dryer and the planishing and winding sections are now completed and in operation.

The Paper Division, while continuing to show loss of volume resulting from the strike, and from decline of business generally in the industry, operated at a level as satisfactory as could be expected under the circumstances.

Too Little

When all operating expenses (for raw materials, wages, and salaries, repairs, research, taxes and the rest) were paid, and when dividends had been paid to stockholders at a much reduced rate, there remained only 7/10 ths of a cent out of each dollar of sales to put back in the business for the protection of our jobs in the future.

Bird & Son Operations Only

The figures below, and on the Company's statement of earnings, "How the Money was Spent in 1958" are for Bird & Son operations only. Berry Refining Company figures and figures from other subsidiary companies have been eliminated, to give a true picture of how the Bird & Son divisions fared.

Sales and Earnings

Sales of products to our customers brought in $48,804,303. This was more than last year, when some divisions did not operate for 14 weeks, but was a million dollars less than sales in 1956. Net earnings (profit) were only $625,154, the lowest in 20 years. Profits from Bird & Son operations in 1957 were $722,324, and in 1956, $1,557,760.

Wages and Salaries

Wages and salaries paid to Bird & Son, inc. workers in 1958 were $15,025,457.

Employee Benefits

$2,107,957 were paid last year for employee benefits such as vacations, holiday pay, group insurance and other similar fringe benefits.

Taxes

Because earnings were greatly reduced, taxes were reduced also. The state and local tax bill came to $454,643. The federal tax was $140,000. In some years federal taxes alone have amounted to more than $2 million.

Raw Materials

Costs of the materials used in our products remain high and in many instances continue to climb. The total spent for this item last year was $26,426,992.

To Bird & Son Massachusetts Employees:

Taxes are very much in the news right now. Some of us have just filed our returns and paid our federal and state taxes for last year. Others of us are about to do so before the April 15 deadline.

All of us have felt the pinch of the state withholding tax legislation just voted to provide immediate funds with which the state can pay off its outstanding debts of past years.

Before the legislature now is the controversial 3% sales tax. And you can be sure that we have not heard the end of new and additional taxation.

The reason for all these taxes, of course, is that for some years this state has been spending more than its income. The time of reckoning has arrived. And yet, in spite of the already high taxes, the budget proposed for the year ahead (July 1, 1959 to June 30, 1960) is $454 million, an increase of $45 million over last year.

This has important implications for all of us who pay taxes - and who doesn't! We are the ones who will be taxed to foot the bill for the new spending.

No politics are involved here. It is just a matter of simple arithmetic. Income is less than outgo. Either income must be increased (by new taxes) or outgo reduced (by reducing state government expense).

If you believe the time has come for strict economy, we urge you to write your representatives and senators suggesting to them the action you wish them to take in regard to cutting down on the proposed budget and forestalling more spending under new bills.

The most important thing this year is to put our state financial house in order. New measures, desirable as they may be, should be delayed until we know where the money is coming from. Every unnecessary expense must be eliminated.

If you want to avoid paying higher taxes, get in touch with your senators and representatives now by letter, postcard, telephone or in person.

For your convenience, their names and addresses are listed on the other side of this sheet.

BIRD & SON, inc.

3/30/59

NAMES AND ADDRESSES OF
MASSACHUSETTS LEGISLATORS

(See page 8 in this issue)

Senator -

Mrs. Leslie B. Cutler, 1010 South St., Needham-Second Norfolk District: Walpole, Norwood, Canton, Dedham, Milton, Needham, Wellesley, Westwood.

Newland H. Holmes, 83 Webb St., Weymouth-Norfolk and Plymouth District including Foxboro, Sharon, Stoughton.

Warren S. Keith, 429 Copeland Street, Brockton - Brockton and several towns in the Plymouth district.

Charles W. Olson, 59 W. Union St., Ashland - Several towns in Norfolk, including Franklin, Medfield, Norfolk, Medway, Millis, Plainville, Wrentham.

Representatives:

John G. Asiaf, 92 Eliot St., Brockton (Wards 6, 7)

George H. Burgeson, 48 Forest Ave., Brockton (Wards 3, 4)

Wilfred A. Derosier, 356 Centre St., Brockton (Wards 1, 2, 5)

James R. Lawton, 25 Cary St., Brockton (Wards 1, 2, 5)

Charles F. Holman, 8 Belmont St., Norwood
(Dover, Norwood, Wellesley, Westwood)

William D. Morton, Jr., 64 Damien Road, Wellesley
(Dover, Norwood, Wellesley, Westwood)

William F. Nourse, Harding St., Medfield
(Several Norfolk towns including Medfield, Millis, Walpole)

Daniel H. Rider, 177 Fair Oaks Park, Needham
(Canton, Dedham, Needham)

Harold E. Rosen, 47 Greenlodge St., Dedham
(Canton, Dedham, Needham)

Mrs. Edna B. Telford, 54 Pleasant St., Plainville
(Foxboro, Franklin, Norfolk, Plainville, Wrentham)

If you live in another district, or want further information on either state or national legislators, inquire at the Personnel Department.

Improvements

During 1958 we spent $1,922,280 on additions, expansion, replacement and modernization. Biggest item this year was part of the floor covering construction, paid for in 1958.

Long Term Debt

A balance of $4,822,000 was still outstanding on our loan at the beginning of the year. Part of this was repaid and the rest refinanced to increase our long-term debt to $8,000,000. Most of the money obtained from the new debt is being used to finance the expansion at our Floor Covering Plant, and for cash to operate the business.

Stockholder Payments

Payments to common stockholders were reduced to 55¢ a share, because of greatly reduced earnings. This compares with $1.00 a share paid in 1957 and $1.25 a share paid regularly for a number of years previous to 1957. To anyone buying Bird & Son stock at today's prices, this represents only 2.75% return, which is less than even savings banks generally pay.

What's Ahead?

It is just crystal ball gazing to try to predict the future. You may be interested, however, in some of the trends in our industry which will have great significance for all of us in the days ahead.

Roofing prices have improved. The roofing price advance of last fall was a step in the right direction. Now, another small roofing price increase, first announced for March 15, and recently put off until March 23, will, if it holds, help the situation. However, we are not yet sure that it will hold, and even if it does, it will not restore prices to 1956 levels.

In the Floor Covering Division we expect to be able to sell considerably more volume this year. Increased production has already started on the part of the new unit which is completed. By late summer we expect the rest of the new machinery to be installed and in production. This will help improve the picture at the Floor Covering plant. We will, of course, have heavy start-up costs as are usual in a major change over. Paper division operations are expected to continue without much change, and by careful, efficient operation and intensive selling we will hold our share of the business.

Revolutionary Products

Revolutionary new products are on the way in the building industry. In radio, newspaper and television advertising, aluminum and plastic materials are being offered in direct competition with the asphalt shingles and sidings which we make. New methods, too, are being introduced. Last year, for instance, 12% of all new construction was prefabricated. That is, houses were factory-built and delivered to the home sites in sections. Prefabricating companies predict that they will have 50% of the business by 1965.

We've already seen the results of the vinyl plastics revolution in the floor covering field. The old, enamel surface floor coverings are fast going off the market entirely. Plastics and other new materials are gaining. There will be improvements in the future, we can be sure, even in today's newest vinyls and linoleums.

Bird & Son is fully aware of these long-range trends. For the present, we intend to take full advantage of selling our present line of products intensively. For the future, our research departments are working on new products and new techniques in production or selling which will be introduced at the right time to keep us competitive.

President

AWARD TO MAINTENANCE DEPARTMENT at Norwood Roofing. A new safety award in the form of a plaque has been established at the Norwood Roofing Plant. It will be presented each year to the department with the best safety record. In 1958 the award went to the Maintenance Dept., the members of which are gathered here to receive it from Supt. William R. Wright. Left to right: Safety Engineer Frank Eisenhauer, Foreman Ralph Kemp, Thomas McDavitt, Harold Kane, Asst. Foreman Charles Chorlton, Edward Keefe, Supt. Wright and Peter Didick.

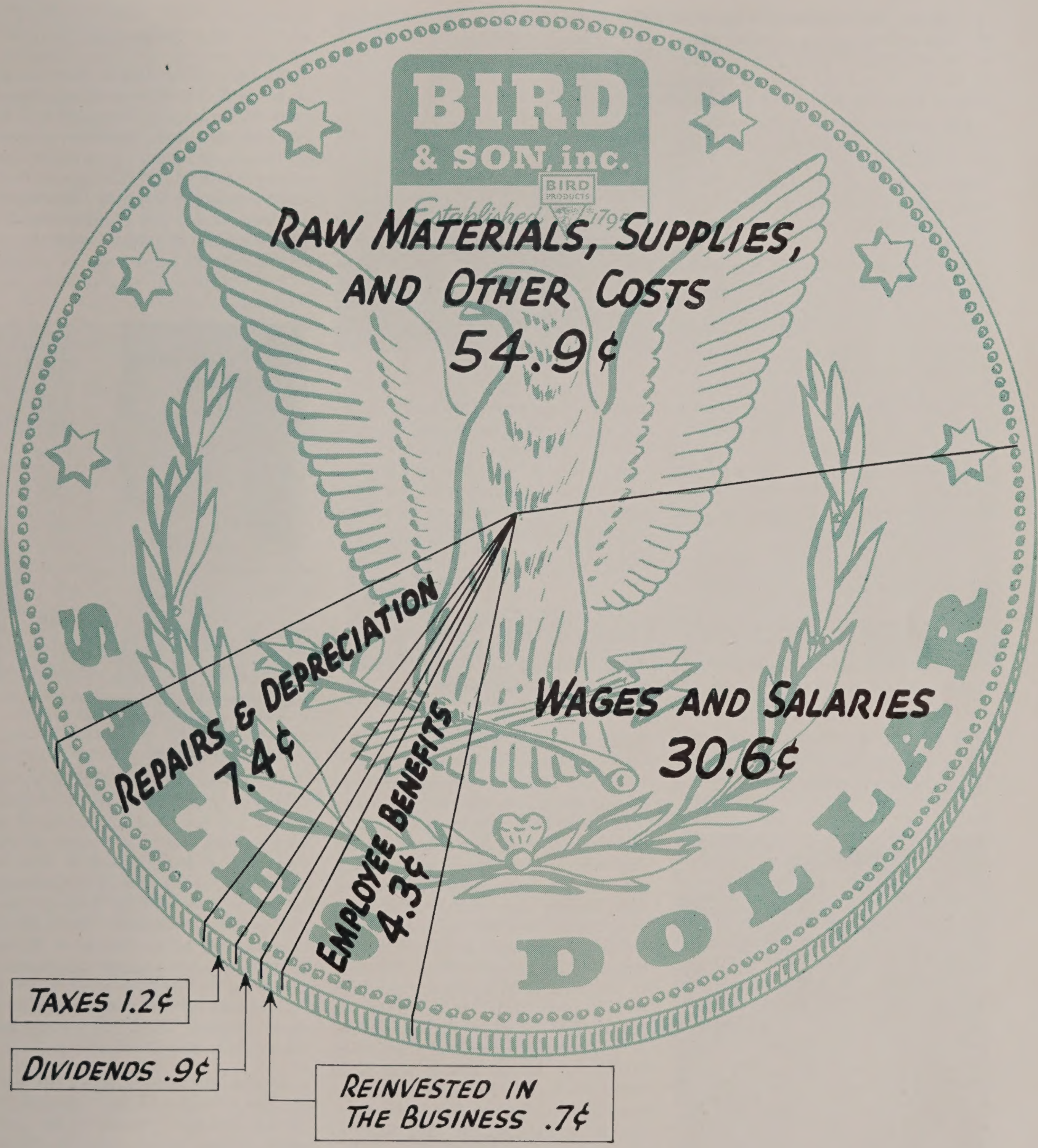
How the Money

We took in from Bird & Son, inc. operations:		
From sales of our products to customers		$48,804,303.00
From interest, royalties, etc.		97,412.00
Operating income		$48,901,715.00
We spent:		
The following amounts necessary to keep the plants operating:		
For raw materials, supplies and other expenses		$26,426,992.00
For depreciation, obsolescence, etc.		1,634,086.00
For repairs		1,997,296.00
For research and experimental expenses		203,078.00
For interest on long-term debt, etc.		287,052.00
For state and local taxes		454,643.00
		$31,003,147.00
For employees:		
Salaries and wages	$15,025,457.00	
Employee benefits	2,107,957.00	17,133,414.00
		$48,136,561.00
Balance of operating income before federal income taxes		$ 765,154.00
Federal income taxes		140,000.00
Net earnings (profit) from Bird & Son, inc. operations		$ 625,154.00
Preferred and Common dividends to stockholders		420,404.00
Balance of Bird & Son, inc. operating income available for investment		$ 204,750.00
We received interest and dividends from our subsidiary and affiliated companies		129,014.00
Total amount reinvested in the business		$ 333,764.00

BIRD
SUPER
VINYL FLOORS
BIRD FLOOR COVERING
SUPER VINYL RUGS—QUALITY GRADE RUGS
NO SCRUBBING! GUARANTEED WEAR!

LARGEST DISPLAY of Bird Floor Covering products in the state of Virginia is at A. J. Legum Furniture Co., Norfolk, Va. Standing in front of this 31 foot display of Bird Super Vinyl and other products is Bird salesman Chester Albert, left, talking to Morty Kaplan, buyer for the furniture company and B. Friedman of Cavalier Distributing Co., Norfolk.

Was Spent in 1958

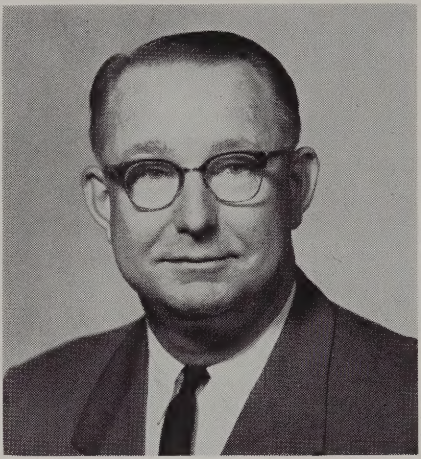


New Superintendent at Floor Covering Plant

JACK K. LOCKRIDGE, who joins Bird & Son, inc. as superintendent of the Norwood Floor Covering Plant on March 23, has had years of experience in rotary printing and in vinyls.

For 16 years he was with Goodyear, at Akron and other Goodyear locations. At one time he was in charge of the planning and initial operation of a vinyl plastics goods plant where vinyl floor covering was one of several products being made.

At Shellmar Products Corporation, Mt. Vernon, Ohio, he supervised a rotary printing operation which this company uses in producing decorative packaging material. After three years with this company, he moved to California where he has recently been manager of production and engineering at the Avery Adhesive Label Corporation of Monrovia.

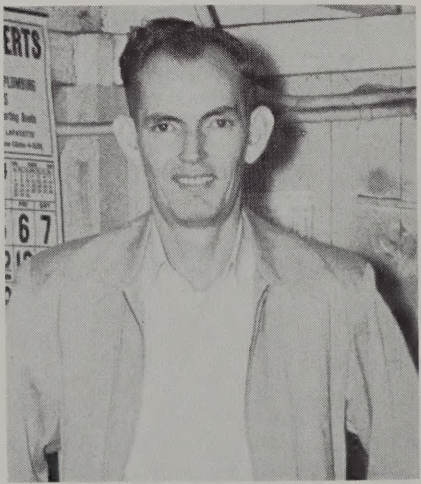

Jack K. Lockridge

Mr. Lockridge is a graduate of the University of California, with a B.S. degree in Chemical Engineering. His family includes his wife, Mildred, a daughter, Joan who is married and living in California and a son, Kenneth who is a freshman at Yale.

William M. Pratt has been serving as acting superintendent of the Floor Covering Plant since the resignation of Frank Maconi on February 6.

SHREVEPORT Announces Two New Foremen

MALVIN ARTHUR BARNETT was promoted February 1, 1959 to the position of foreman on the No. 4 Shift of the Shreveport Felt Mill. He was hired as sample man September 17, 1946 and served as supply man and cooling drum attendant in the Roofing Mill before being transferred as one of the original crew that started up our Felt Mill in December, 1949. During the time he has worked in the Felt Mill, he has been chemi-pulper operator, beater boss and machine tender.

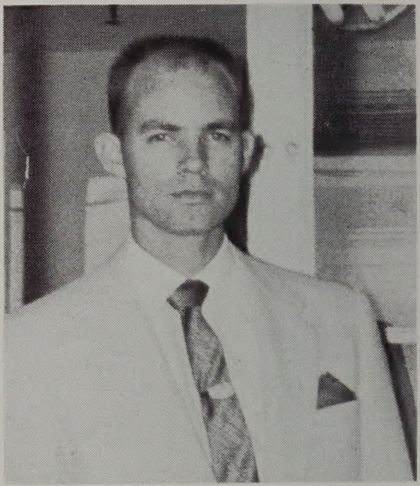

MALVIN A. BARNETT, new fourth shift foreman at the Shreveport Felt Mill.

Malvin was born in Magnolia, Arkansas where he received his education in the Magnolia grammar and high schools. He came to us from the Armed Service where he had served as sergeant in the Infantry including 36 months during World War II in the South Pacific. He was awarded the Purple Heart, Bronze Star and a number of other citations. He likes to watch football and baseball games but his chief hobby is fishing and sports and stock car racing.

Recently the Barnetts, Frances, his wife, and Charlene and Salley Ann their daughters, moved into their new brick home in Summer Grove where they are active in a local church and the P.T.A.

In Shipping

HUEY HUMPHREY, foreman of the 2nd shift in Shipping, began work for Bird & Son February 13, 1950 as a slate man, was transferred to sample man and tractor operator in that same year. In May, 1958 he was made leaderman in the Shipping Department and continued in this position until his promotion to foreman February 1, 1959.


HUEY HUMPHREY, new second shift foreman at the Shreveport Shipping Dept.

Huey was born in Cotton Valley, Louisiana where he received his education, but has lived in Shreveport so long he feels that he is a native of this city. Before joining Bird & Son, he spent most of his time of employment as station attendant for Rose Oil and Atkins Oil Corporation. He is an active member of the Parkview Baptist Church and just recently purchased a new home on Magazine Street where he resides with his wife, Frances, and their three children, Michel, Tru Lynn and Rhonda.

Beside bird hunting, Huey also likes to play softball and has managed the Bird & Son team two of the past four years, during which time he helped pitch the team to three league victories, winning three first place trophies and two City Championship runner up trophies in a row.

New Unit in Production

Modern Floor Covering Process Begins Operations on Schedule

Increases Production on Vinyl Products

THE first Bird Vinyl products are now being made in the new coating and tunnel dryer sections. The construction of this part of the new process was completed right on schedule in mid-February. Test runs of dry paper were successfully completed the week of February 16 and the rest of the month test runs of the actual product were made. Regular production started early in March.

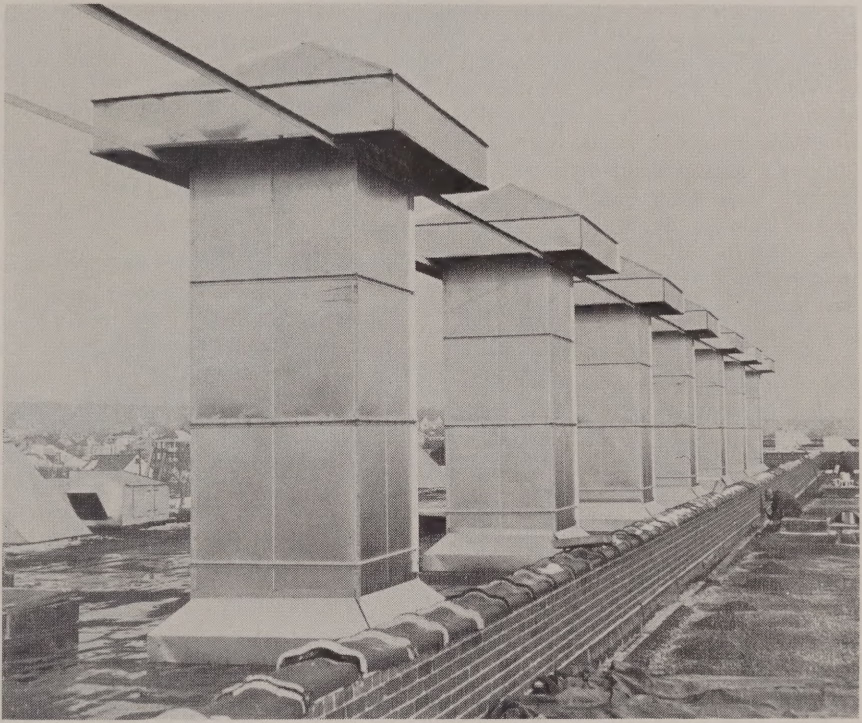
Sections of the new unit now completed are the coater, the tunnel dryer, the planishing or finishing roll and the winder. The new coater is located parallel to the coater on the old rotary machine and about 15 feet from it.

How it Works

In the process as it is set up at present, the sheet is printed at the original rotary machine and transferred to the parallel lane by a series of rolls which flip the sheet over so that it travels at right angles, then flip it back in another right angle turn to feed into the new coater. At this point the vinyl coating is applied and the sheet fed directly to the tunnel dryer where eight oil-fired heaters fuse the vinyl surfacing to the sheet. These heating units can be adjusted to provide temperatures up to 600° F. Fumes are carried off through stacks, a separate one for each heater. The final operation puts the material through another series of rolls for planishing or polishing and winds the finished product into jumbo rolls.

In the new process the material travels through the 192-foot tunnel dryer in about two minutes, a production speed about three times faster than possible with the old equipment.

Selling Efforts Stepped Up



TOP SIDE at the huge tunnel dryer section, Norwood Floor Covering Plant showing seven of the eight ventilators for the powerful heaters below.

From the new winder the large rolls are taken to another section of the Finishing Room for inspection, rewinding and packaging into rugs or yard goods. Finishing and shipping operations have been stepped up to take care of the increased production. The Sales Department is likewise ready with plans and personnel to sell the additional production. The sales force has been strengthened by assigning two trainees and one new salesman to regular territories, thus building up our selling strength. Field Managers DeChellis and Cummings have been relieved of the sales territories to which they were temporarily assigned last October, allowing them to devote full time to directing the sales efforts in their areas.

During March field meetings for all floor covering salesmen will be held — in New York, Chicago and Atlanta. At these meetings plans for increased sales activity are being announced and a new line of floor covering introduced — Bird Quality Vinyl. Offered in six-foot and nine-foot widths and in 18 patterns, this new grade of Vinyl is designed for the popular price market. It should help increase our total sales volume in vinyl products. Thus, the first step in the $3,000,000 construction project is completed and will help put the Floor Covering Plant back onto a profitable production schedule. However, the full effect of the changeover cannot be realized until the rest of the job is completed next summer.

Eventually there will be two rotary machines parallel to each other. The old one will produce Counter Cover, Wall Covering and Rug Border by the original process set up in 1953. The new rotary machine will print vinyl floor coverings and rugs in widths up to 12 feet and will feed in a straight production line into the new coater, the 192-foot tunnel dryer, the planishing or finishing rolls and finally the winder — over 450 feet of continuous production.

Also scheduled for completion in mid-summer is a new finishing section for the 16/4 (12 foot wide) material. This is being built now in the old No. 4 oven section. When completed it will extend the production line in this new section another 360 feet.

[See picture of tunnel dryer on the cover]

How to Write Your Congressman

DID you know that your elected representatives in Congress and in the state legislatures want you to write and tell them your opinions?

Too often we think we've done all that is necessary when we go to the polls and vote. Legislators in Washington and in our various state capitols say this isn't so. They depend on letters from the voters in their home districts. For instance, Congressman Perkins Bass of New Hampshire, who is a director of Bird & Son, sent thousands of questionnaires to voters in his district not long ago, asking them to answer and let him know their views on national issues. Already he has received over 4,000 replies. All public officials want to learn what the folks back home are thinking. With this information they can vote more intelligently.

Many bills of importance to you and your pocketbook are going to be discussed in coming weeks. The newspaper, radio and TV will be talking about them. If you feel the urge to write to your representatives, don't hesitate. You'll be doing them and yourself a favor. Here's how to do it:

WHAT TO SAY

1. Keep your letter brief. Tell in a few words what it is that you oppose or favor. And tell why.
2. If it is a specific bill, refer to it by number or name. This information is usually found in newspaper articles. In any event, describe the measure well enough so there will be no doubt what you are writing about.
3. Ask for action. Recommend that the Congressman vote for or against the measure or policy.

HOW TO ADDRESS YOUR LETTER

When writing to a senator:

The Honorable John T. Jones
United State Senate
Washington, D.C.

Dear Sir:

When writing to a representative:

The Honorable John T. Jones
House of Representatives
Washington, D.C.

Dear Sir:

When writing to the President:

The President
The White House
Washington 25, D.C.

Mr. President:

Use the same type of letter when writing to local state officials. Your letter can be addressed to the official's home, if you know the address, or as follows:

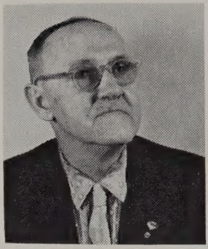
The Honorable John T. Jones
State House
(Boston, Mass. — or other appropriate capitol city)

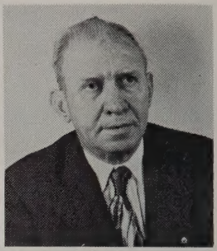
Dear Sir:

One short, well-written letter is worth a hundred signatures on a petition — or a thousand form letters. Make your letter personal, expressed in your own words.

IF YOU ARE IN DOUBT ABOUT THE NAME OR ADDRESS OF ANY OFFICIAL, INQUIRE AT THE PERSONNEL DEPARTMENT AT EAST WALPOLE OR AT ANY BRANCH PLANT OFFICE.

Retiring in March


Carl Hamilton


Edward Sears

THE two men below left work at the end of February. After a month's vacation, each will be officially retired on March 31.

EDWARD SEARS, Norwood Roofing Plant, began work September 1922 in the Roofing Plant. He worked in shipping and since 1946 as stillman in the Asphalt Blowing Department.

CARL R. HAMILTON, Floor Covering Plant, began work in September, 1926 at the Floor Covering Undercoat Department. Worked for a time in the old Chromalin Department, returned to the Undercoat Department in 1931 and has held various jobs there ever since.

Long Service List

April

Name	*Year*	*Dept.*	*Years*
Michael J. Sameski, Jr.	4-11-29	Maintenance	30
Joseph Strumskis	4-15-29	Roofing	30
Nelson M. Phillips	4-18-29	Floor Covering	30
James M. Fraser	4-2-34	Floor Covering	25
Michael J. Stellman	4-2-34	Floor Covering	25
Josephine B. Rose	4-2-34	Finishing Mill	25
Joseph W. Bartell	4-2-34	Roofing	25
W. Raymond Bearce	4-3-34	Roofing	25
R. Stanley Cody	4-4-34	Floor Covering	25
Frank M. Troiano	4-6-34	Roofing	25
Michael V. D'Espinosa	4-10-34	Floor Covering	25
Thomas J. Folan	4-10-34	Floor Covering	25
Matthew S. Naughton	4-12-34	Maintenance	25
Bennie Palleiko	4-24-34	No. 1 Box Shop	25
Edward W. Wisniewski	4-10-39	Maintenance	20
Frank DiCicco	4-10-39	Floor Covering	20
Nunzio Julius	4-11-39	Office	20
John A. MacIntyre	4-12-39	Floor Covering	20
James A. Carr	4-13-39	Floor Covering	20
Thomas J. Flood	4-21-39	Paper Mill	20
George J. Boone	4-24-39	Paper Mill	20
Julia F. Smith	4-3-44	Office	15
John A. Shelley	4-11-49	Office	10
Mario J. Lach	4-25-49	Paper Mill	10
Richard W. Groh	4-28-49	Floor Covering	10
Charles W. Dangelo	4-5-54	Office	5
David G. Kennedy	4-5-54	Office	5
Robert L. Harvey	4-12-54	Roofing	5
William Perry	4-12-54	Paper Mill	5
James W. Jackson, Jr.	4-26-54	Roofing	5

NEW BRITAIN

Maria Tasiemska	4-7-54		5

PHILLIPSDALE

Richmond G. Thatcher	4-9-34		25
Arthur H. Turner	4-30-34		25

CHICAGO

Thomas J. Jones	4-23-29		30
Waldo M. Overholt	4-23-29		30
Herman Christopher	4-26-54		5
Arthur Jones	4-28-54		5

SHREVEPORT

Annie G. Salter	4-3-44		15
John E. Evans, Jr.	4-12-54		5
Percy A. Rankin	4-19-54		5

CHARLESTON

Raymond A. Marston	4-16-54	Office Manager	5

$10,305 Awarded Last Year

In 1958, suggestion awards totalling $10,305 were paid to Bird & Son employees. Largest single award was $1,000 to Julius Cozzi at Chicago.

Since the $10,305 represents the net awards, after taxes, Bird & Son actually paid out $12,868.32, including amounts for withholding, FOAB and other necessary taxes.

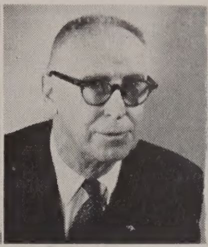
During the year, 1070 suggestions were submitted and 344 proved acceptable. This is a percentage of 32.1, considerably higher than the national average of 25.5%.

Retired at End of Year

James H. Van Hoy
39 years
Charleston

Joseph B. Blandford
28 years
Charleston

John Curran
42 years
Paper Mill


Arthur Wilson
40 years
Main Office

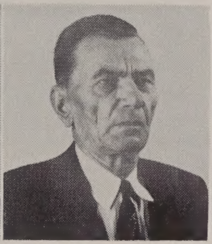
James Maroney
46 years
Maintenance

George Towle
42 years
Maintenance

Tony Milus
46 years
Norwood Roofing

Timothy P. Dowling
35 years
Norwood Roofing

Francesco Pennachio
24 years
Norwood Roofing

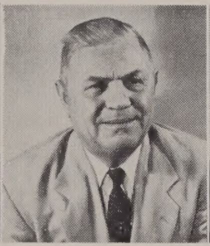

Alex Kupraszewicz
16 years
Norwood Roofing

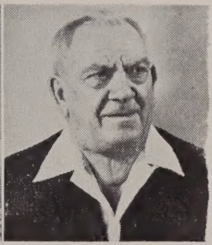
Thomas Lynch
24 years
Floor Covering

Andrew L. Stupak
40 years
Floor Covering

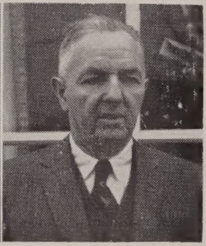
Emilio Nicastro
33 years
Maintenance

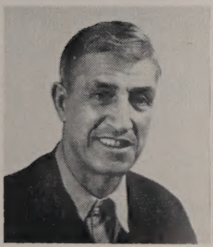
Santo Damico
16 years
Main Office


Toni Raffaelo
16 years
No. 1 Box Shop

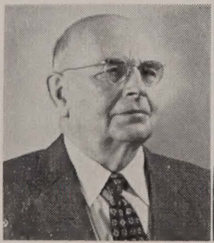

James DeChallis
33 years
No. 2 Box Shop

Walenty Niewidok
24 years
Chicago

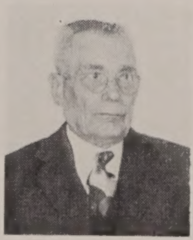

Charles McLaughlin
34 years
Phillipsdale


Louis Uncao
15 years
Phillipsdale

Frank Reed
46 years
Phillipsdale
(August Retirement)


Harry Odione
16 years
Norwood Roofing

Manuel Silva
16 years
Floor Covering


Michael Kozloski
36 years
Paper Mill
(January Retirement)

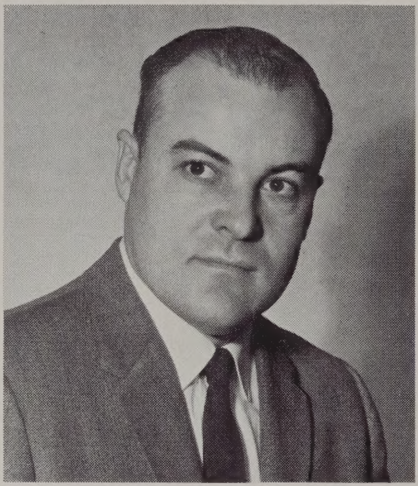
Joseph Fisher
20 years
Phillipsdale

Howard S. Hanna Retires

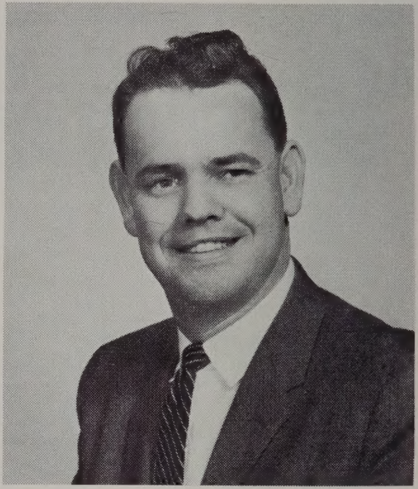
John T. Andrews, Named Purchasing Agent

Herbert Church and Arthur Plummer Promoted

John T. Andrews



Herbert W. Church



Arthur E. Plummer

UPON the retirement of Howard S. Hanna on March 31, John T. Andrews will become the new general purchasing agent, according to a recent announcement by President A. H. Anderson. At the same time Herbert W. Church will be promoted to assistant purchasing agent and Arthur Plummer will become assistant to the purchasing agent.

John T. Andrews

Mr. Andrews has had a long career with Bird & Son dating back to 1927 when he started in the Accounting Department. Later, for about a year he was in the Credit Department, returning to Accounting and serving as assistant cost accountant until his transfer to the Purchasing Department in 1949. Here he has been assistant purchasing agent since January, 1953.

John Andrews is a native of West Rockport, Maine. He is a graduate of Northeastern University. He and Mrs. Andrews, who as Flora McDonald formerly worked here, live in Sharon. Their 19 year old son, Thomas is a sophomore at Cornell. John has been active in town affairs, serving at various times as a selectman (for six years), member of the Planning Board and director of the Community Chest. He is a past president of the local Rotary Club and was formerly a member of the Executive Board of the Old Colony Council, BSA.

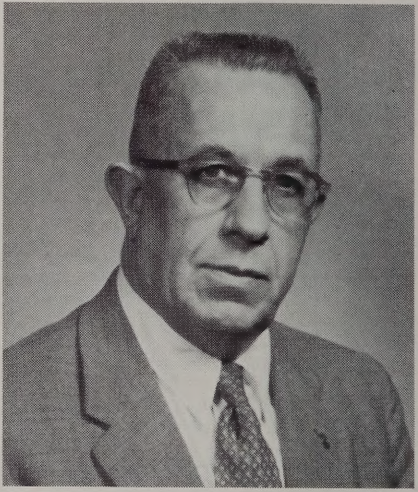
Herbert Church

Herbert W. Church is a native of Bridgewater. After a stint in the Navy as a quartermaster third class aboard an LST, he worked for several years in local businesses near his home. In 1948 he entered Burdett College, graduating in 1950 and beginning at Bird & Son soon afterward in our Cost Accounting Department. He transferred to the Purchasing Department in 1953 and was named assistant to the purchasing agent in August 1955, following the retirement of B. R. Taylor. In 1953 he took the Dale Carnegie course in public speaking, in Boston. Mr. and Mrs. Church live in Norton where he is active in American Legion affairs, having served three years as Commander. They have one child, Bruce, age 3.

Arthur E. Plummer

Arthur Plummer joined Bird & Son June 6, 1955, the day after he graduated from the Bentley School of Accounting and Finance. His previous education had been at St. Clement's High School in Somerville and a year at Boston College. Before starting his first full-time work here, he had worked as a clerk for several companies and for the U.S. Post Office at Newtonville. Starting as a purchasing trainee, he became a buyer for the company in January, 1956.

Mr. and Mrs. Plummer live in Medford with their two children, Edwin, 3 and Madeline, 1½.



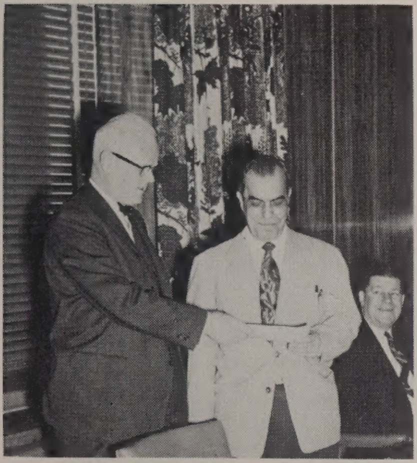
Howard S. Hanna

Retires March 31

WHEN Howard S. Hanna retires March 31 he will have completed 39 years of active service. His first assignment was in the Payroll Department at Chicago. Shortly afterward he transferred to their Cost Department and still later became auditor for the Western office.

It was on January 17, 1936 that he transferred to East Walpole to help

Manuel Oliver Awarded $120 For Phillipsdale Suggestion



SPECIAL AWARD $120 — Manuel Oliver from Phillipsdale received a check for this amount last month from President Anderson in the presence of the Administrative Committee at East Walpole. This picture was snapped just as the check was handed to Oliver. Vice President C. A. Sumner watches with pleasure from his seat at the table in the Director's Room.

A Phillipsdale man, Manuel Oliver, led the list of suggestion winners in February. For a suggestion which showed how to use Orangeburg drain pipe in certain above-ground locations, Manuel was awarded $120, receiving the check personally from Mr. Anderson at an Administrative Committee meeting.

Regular awards for February:

Allessandro Alessandrini, FBPM1	$20
Pelligreno Capone, FFN	20
Wesley Clifford, Manchester	20
Thomas Concannon, FBV	20
George Kingsley, FBPM1	20
John Phillips, FFJS	20
Joseph Queenan, DPM	20
Frank Shumski, FFG	20
Ralph Sweinimer, FBR	20
Henry Thomas, FBPM1	40
Nicholas Tomei, FCM	20
John Dearnaley, FBM	5
Lawrence Massey, DPP	5
A. Carleton Rafuse, FFG	5
Joseph Roslauskas, FBV	5

In addition, four people received $20 for having had five suggestions accepted: Frank Shumski, FFG, Ralph Sweinimer, FBR, Rocco DeLuca, FFF and Henry Thomas, FBPM1.

---

manage the Bird Finance Corporation, as eastern assistant credit manager. The Finance Corporation financed home repairs under FHA Title 2. When this went out of existence in 1938, he served as assistant to the treasurer for several years, moving into the Purchasing Department in May, 1940. When the former purchasing agent, A. H. Russell moved to advisory and consulting work on January 1, 1941, Mr. Hanna became the new purchasing agent.

In retirement, Mr. and Mrs. Hanna will spend most of their time in his home state at the new home they built several years ago in New Harbor, Maine. Howard says there are painting, landscaping and other odd jobs enough to keep him busy for a long time. He also has a complete woodworking shop where he will continue to build small pieces of furniture, a hobby which has occupied much of his spare time in recent years. He says when Maine weather gets too severe they may head for Florida, and of course, some time each year will be spent at their cottage in Osterville on Cape Cod. Mrs. Hanna, formerly Welthea Smith, worked at Bird & Son before her marriage. She was secretary to the Treasurer and assistant secretary of the Corporation when she left.

Triplets!

Yes, sir! Three tiny, healthy girls were born to Mr. and Mrs. Joseph Fabiano at the Massachusetts Memorial Hospital on the afternoon of March 19, all arriving within seven minutes — at 3:29, 3:32 and 3:36. As far as we know, these are the first triplets in Bird & Son's history.

Joe works in Punch Card Accounting for Parky Rogers and believe me, there was plenty of excitement when the news broke. A collection was started which quickly grew into a sizable purse. It was presented to Joe the next afternoon along with a clever card hastily sketched by Nesi Ali-Oglu. Although most of the office people were there to hear Joe say his thanks, he wants to express his appreciation again. He is overcome with everyone's friendship and generosity.

The young ladies weighed in at 4 lb. 6 ounces; 4,2 and 3,15. Their names: Nancy, Jean and Linda.

TIED FOR SECOND PLACE for the best suggestions of 1958. Philip Leon from Shreveport shared second place honors with Alessandro Alessandrini from Norwood Roofing. He is receiving his check from Southwestern Manager, J. D. Johnston, as Plant Superintendent B. P. Soward stands by to offer his congratulations also.

MAGNIFICENT TRAY and set of silver cups presented to J. H. Van Hoy by Southeastern Division salesmen and top management officials at the Sales Meeting in January. Van was delighted with the gift. With him at the table are Henry Davis, J. D. Johnston and A. H. Anderson.

PERSONALS

MAIN OFFICE

Albert Macchietto has been transferred from sales training and special sales work in the Floor Covering Division to the St. Louis territory and Francis C. Longley, another trainee and special salesman, has been assigned to the northern California territory. Both men had considerable experience in floor covering before joining Bird & Son last June.

A third new territory assignment in Floor Covering is the Philadelphia and eastern Pennsylvania area now covered by Seymour D. Matuson who joined Bird & Son in January after eight years as General Manager of our important New York distributor, Eskay Carpet Corp.

On the occasion of his twenty-fifth anniversary with Bird & Son, Malcolm Sisson, Boston sales representative for the Building Materials Division, was guest of honor at a dinner party held last month at Motel 128.

Hugh McLean, Shoe Carton Sales, is the proud father of a baby girl, Heather Felice, born February 7.

James Hanlon of Saugus, Mass. has recently joined the Sales Promotional Department as assistant to Leonard Niese. A graduate of Boston College, Class of 1951, he has been doing advertising and editorial work with the Boston Edison Co. for several years.

We are pleased to learn from Agnes Foley that her sister, Mary, is coming along very well after her recent heart attack. She has left the hospital and is recuperating at the home of her brother, John F. Foley, 16 Sumner St., Dedham. She is not quite ready for visitors yet, Agnes tells us, but cards and letters are always welcome.

SILVER BOWL to J. H. Van Hoy, presented to him by the Charleston Office workers as he retired December 31. The presentation was the climax of a "This is Your Life" skit with Mr. Van Hoy as the central figure. June Meyer and Ernest Zinkowsky appear also in the picture.

JET AGE ushered in. Just as American Air Lines started its first transcontinental jet flights in January, charming Hostess Ann Uram and Passenger Agent Russell Roberts presented a model of the new jet airliner to President Anderson.

Marie St. Cyr of the Credit Department and Margaret Cataldo of Punch Card Accounting both left on February 27. Both expect to announce new arrivals in their family soon.

We welcome the following new employees who have joined us recently: Mary Whiting and Allen Fisher in Floor Covering Sales, Bernice Conway in Punch Card Accounting, John B. Cowan in Roofing Sales, Charles Stewart in Purchasing and Richard Yeomans in the Mail Room.

EAST WALPOLE MILLS

Production and Power

We put out the welcome mat for William Petrovich and Michael Kelleher who have transferred to the Yard Crew, Petrovich from No. 3 Paper Machine and Kelleher from the Combiner at No. 1 Box Shop.

Also welcome to John Bonda who has joined our Electrical Department after working several years in the community as an electrician for various local contractors.

Robert Mattson, Walpole fireman, is now a qualified frog man. A number of volunteer firemen in Walpole have taken special training for under water rescue work. We hope that Bob is not called on to use this new knowledge and that Walpole can keep clear of the kind of accidents that make this new skill necessary.

John Folan and John Glebus have both found out for themselves that a mother's work is never done. Folan's wife spent a couple of weeks in the hospital and Glebus' wife went to Florida. Both men report greatly appreciating their wives' return.

Your Review Reporters

Caroline Gomes
Louisa Graham
William Grazado
Carol Wells
Janet Laber
Julia Lewis
Muriel McDonald
Rita Connolly
Doris Reardon
Mildred Sanborn
Julia Smith

Louis Avanzini
James Barnes
Frances Clare
Thomas Flood
Milton Gardner
Edward Geraghty
Elna Gottberg
John Kalis
Frank Nyborn
Edward Wisniewski

Ramona Chicoine
Miriam Hill
Patrick Silvestri

Catherine Brady
Joseph Butler
William Ford
Augustus Smith

Arthur Armour
Julius Aukstolis
Joseph Carchedi
Mary Driscoll
John Folan
Arthur McKenna
Michael Meomartino
Joseph Nevins
Ruth Phelan
Francis Wall

Thomas Blundell
Charles Cobb
George Grover
Dorothy Hawes

Nazareno Lori
William Melish
Joseph Radzevich
George Shackley
Frank Shumski

Helen Lane
Joan Walmsley

Ann Masters

Leslie Howard
David S. Lowry
Ray Nolan
Manuel Oliver
Allen Perkins
Arthur Trudell

Joseph Blackman
Rose Fox
Robert W. MacLeod
Virginia O'Brien
Martin Pearce

Lucille Burrow
Kent Colvin
Anne Eddy
John E. Evans, Jr.
Frank Markham
D. L. Oliver, Jr.
Richard Potter
Edwin Sompayrac
Willie L. Smith

Hurcil Cowart
Robert Stewart

Kermit Mann
Ray Marston
William Price
James Robinson
John Wyndham

Albert Boonstra

Robert Ladd

Even with the successful ice fishing this winter, Maintenance Department sportsmen are already preparing for the big stripers in the Cape Cod Canal that they have been feeding the past few years.

We are sorry to report that Jim Barnes has been at the Norwood Hospital for a hernia operation. Your bowling pals miss you, so get well soon.

No. 1 Box Shop

We were all shocked to hear of the sudden death of Robert Tauber on February 19. His many friends in the Box Shop will miss him. Sympathy is extended to his wife and other members of his family.

No. 2 Box Shop

We extend our sympathy to the family of the late Frank O'Neil who worked here quite a few years before his retirement. He died at his home in Roxbury, February 18.

Retirees Edward Scanlon and William Sundquist paid us a visit about a month ago. They look well and report that they

GOLDEN WEDDING anniversary celebration last year of Mr. and Mrs. Paul Molinari. Paul retired from East Walpole Maintenance in 1953. Their 3 daughters, 2 sons, and spouses and 16 grandchildren attended the happy celebration. Son Frank and son-in-law William Grazado both work at Bird & Son, and both can be seen in the background here, Frank playing the accordion, Bill at the piano.

have been taking it easy this winter, which is a good thing to do when you are retired.

A Valentine boy was born on February 14 to the Peter Jakobowskis.

NORWOOD ROOFING

When Dr. Bourke made a recent trip to Washington, D.C. he wrote to his brother and asked him to make reservations at a motel in Bethesda. The brother telephoned and after getting the reservation said that he would go to the motel and make a deposit as Dr. and Mrs. Bourke would be arriving late. "That will not be necessary," said the manager. "I know Dr. Bourke very well as I used to work at Bird & Son. My name is Ed Hiller."

Mr. and Mrs. Nelson Bartlett spent a winter vacation in Nassau. They thoroughly enjoyed the trip which they made in the company of relatives, travelling by boat.

Want to go square dancing? Get on Dick Davis' list. He calls regularly for several local dances and for square dancing classes. A big night ahead for him is March 21 when he has a date to call at Bangor, Maine.

PTA Groups are well supported by the men from the Roofing Laboratory with Forrest Clark as President of the Holliston PTA and Norman Olson as Treasurer of the Millis PTA.

Congratulations to Herbert Davis and Mike Foley who were elected as Norwood Town Meeting members at the annual election in January.

It's good to see the men back who had to be laid off last winter because of reduced running time.

Roy McQuillan of the Roofing Laboratory has been appointed as a member of the American Chemical Society's Television Program Committee.

FLOOR COVERING

Good luck to Carl Hamilton who started his 1959 vacation at the end of February and will officially retire March 31. He and Mrs. Hamilton will make their home in Eastport, Maine. When he left, the men in the department said "Goodby" and "Good luck" by presenting him with a ship clock and a purse of money.

Daniel Iagatta of Shipping has a son, Matthew, who is studying this year at the University of Madrid in Spain where he is majoring in Spanish. Matthew must have an unusual knowledge of Spanish already because he has made the Dean's list there for the first semester of his Junior year. A letter Dan recently received from a professor at Madrid stated that Matthew was one of their best students. He plans to return to the University of New Hampshire next year for his Senior year.

LEWISTON

Since we last appeared in the news we have welcomed the following new employees: Larry Duval, Lionel Quirion, Judith Gillis, Lillian MacDonald, and Eunice Sullivan.

We are sorry to hear that Mabel Peare will be leaving soon to take up a full time job of stay at home. Mabel has been with Bird & Son for about six years.

Harold Theberge, Lewiston employee, and Frances Champagne have announced their engagement, and an April wedding is being planned.

Joan Walmsley who has been skiing at Sugar Loaf Mt. this winter, reports that two new ski areas will be in operation in Maine by 1960, making the State one of the best winter resorts in the East.

Blanche Goldman attended a wedding in Canada recently and nearly froze her toes. She reported the winds and snow drifts are much worse than in Maine, and she was very happy to get home.

CHICAGO NOTES

W. A. Werren, Mid-west District salesman, reports the arrival of Gretchen Kay Werren, January 24, 1959. Congratulations to the Werrens.

Congratulations, too, to the "Bill Johnsons" on their new daughter. W. E. Johnson is a Central District salesman.

CHARLESTON, S. C.

On March 2 we had a new salesman come with us, Doville P. Regan. He has been living at 903 Lockwood Drive, Mobile, Ala. and will relocate in Miami, Florida succeeding K. D. Kaski. Between August '57 and February '59 "Don" (this is his nickname) was with Alcoa Steamship Co., Mobile, Alabama. Under the superintendent, he was in charge of maintenance.

From January '56 to August '57 he was with Ace Rfg. Co., St. Petersburg, Florida as a salesman of roofing materials.

From January '47 to December '55 he was with the Ruberoid Co. at Mobile, Alabama and Savannah, Georgia. He was the factory representative (salesman) for 5 years and did various duties within the plant and office during the first 4 years. The section in which he is going to work for Bird & Son covers many of the locations where he formerly sold. He is married and has one child.

Also on March 2 Robert H. Zobel joined our employ as Assistant to the Office Manager. He lives at 22 Anita Drive in Magnolia (West of the Ashley). He is married and has one girl and two boys.

Bob came with us from the Medical College Hospital at Charleston, S.C. where he was Business Office Manager from March '56 through February '59.

From 1951 - 1956 he was with U.S. Air Force as Intelligence Officer, obtaining the rank of Captain.

He has formerly worked as Electronics Technician, Mail Carrier during Christmas Seasons and other odd jobs while he at-

(Continued on page 14)

FOR THE HUNTER. A 12-gauge shotgun presented to J. B. Blandford as he retired from the Dixie District after 28 years of service.

Watching the ceremony are A. H. Anderson, E. L. Chamberlain and A. K. Powers.

BIRD CLUB *News*

NEPONSET CHORAL SOCIETY

by

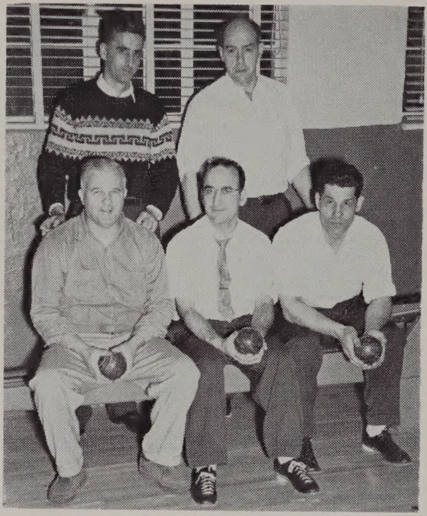
Leonard Weaver

WHEN the curtains open at Walpole High School on May 1 for the Neponset Choral Society production of "Patience" the following cast will be listed on the program:

Patience — Martha Guild
Lady Ella — Priscilla Cann
Lady Angela — Louise Hall
Lady Saphir — Nancy Kilcup
Lady Jane — Delphine Brulé
Duke — Kenneth McLean
Major — Edgar Grout
Colonel — Hoel Bowditch
Grosvenor — James Silvi
Bunthorne — Joseph Hancort

Accompanists —
Walter Rockwood
Mary Bowditch

Coach L. Hassler Einzig began working with the chorus and principals the last week in February and will continue with two rehearsals a week from now until curtain time.



SEASON'S BEST. Here are the top bowlers in the Men's League so far this year. The number after each name indicates the present position in the standing: Seated: Earle Higgins (4), Moses Bader (3), Joseph Purpura (2). Standing: Antonio LaSalvia (1), Lili Petroni (6). Fred Turco is in 5th position.

Tickets for the general public are $1.50 (tax included), for students and Bird Club members $1.00 tax free. Show dates are May 1 and 2.

Tenth Anniversary Celebration

A bang-up celebration for all people ever connected with the past and present concerts of the Neponset Choral Society has been announced for Saturday, April 4, at the Walpole Country Club. A McCarthy catered roast beef dinner will be followed by an after-dinner program of reminiscing and mutual back slapping. The rest of the evening will be devoted to dancing to Bill Grazado's orchestra. Those planning to attend should make reservations at once with Mrs. Harriet Dusty of Wrentham. Price — $4.00 per person.

This party will celebrate the completion of the tenth year of continuous existence of the Choral Society. Few of the charter members would have given much chance for our survival for this duration. Not only have we survived, however, but we have grown and prospered. Present response indicates some of our earlier members are looking forward to this party and planning to attend. When final reservations are in there may be nearly 200 people attending to sentimentalize over our past glories and to look forward to bigger and better things to come.

Personals (continued)

tended College. He is a graduate of Porter Military Academy and received a B.A. Degree from the Citadel. We are glad to have him join our organization.

SHREVEPORT NEWS

During the past winter months some of the Bird & Son employees have been spending their spare evenings coon hunting. Among them are Gene Grafton, Phil Leon and Willie Earl Kinley. Recently Gene and Phil entered their dogs in one of the local coon hound field trials. Phil's dog won a blue ribbon for being first in his cast (group of four dogs) and Gene's dog, "True Boy," won a ribbon as the fourth best dog in the trials, which was quite a feat since dogs were entered from several states. We are sure the judging was on the level; however, the judge's dog DID win FIRST place!

Sadness has come again to the hearts of the Shreveport employees with the loss of Claudie Neel who worked in our Sample Department. While enjoying the Tennessee Ernie Ford TV program Thursday night, February 12, he was stricken with a heart attack and passed away some fifteen minutes later. We extend our sincere sympathy to Mrs. Neel and his two stepsons, Ronnie and Kenneth Johnson.

GLENWOOD

Robert Stewart's mother passed away February 16 in the Ouachita General Hospital in Hot Springs, Arkansas after a long illness. She was buried in Liberty Cemetery near Norman, Arkansas where she and Robert lived. We extend our sympathy to him.

George W. Dinsmoor Co.

At a recent meeting of the DINSMOOR ASSOCIATES, the following officers were chosen for the ensuing year:

President — George A. Robinson
Vice President — Joseph Maxwell
Sec.-Treas. — Donald Beck
Directors — the above three plus:
Samuel Abbott, Philip Beaulieu,
Frederick Dawson, Robert A. Watters

The DINSMOOR ASSOCIATES is a social organization open to all employees of the George W. Dinsmoor Co. An employees' night at Fenway Park is being planned for the opening of the baseball season. This will be preceded by a dinner at a local restaurant.

On February 11th Robert A. Watters Vice President, headed a delegation of Lawrence businessmen when they visited the State House in Boston to attend some public hearings on the business climate, and to see the House and Senate in action.

Mr. Watters was honored by being introduced to the Senate by the Senate President, John E. Powers, and was given an opportunity to address the Senate while it was in session. He also had a private audience with Gov. Furcolo to discuss some of the problems facing Lawrence at this time.

(Continued on next page)

WHEN RONALD SNYDER LEFT the Chicago Office for military service he was presented with a cake and gift. Here are Office Manager Bob MacLeod, left, and Purchasing Agent Harold Altman, right, offering congratulations.

Cribbage Parties

by

CHARLES H. LOCKE

TWENTY players were present at the fifth Cribbage Party held in the East Walpole Brigade Room on February 17. First prize was won by Charles Locke, and second prize by Phillip Fletcher. The baskets of fruit went to Stuart Farris and Roy Nordstrom.

The next and last party of the season will be held on March 17.

Hospital Shows

by

JULIA SMITH

OUR January show at the U.S. Health Center at Brighton had to be cancelled due to illness of so many of the cast. The February show was cancelled also. It was to have been at the Lemuel Shattuck Hospital, but they had to call it off because of lack of help. This was to have been our first show at this hospital and we felt sorry that it did not work out.

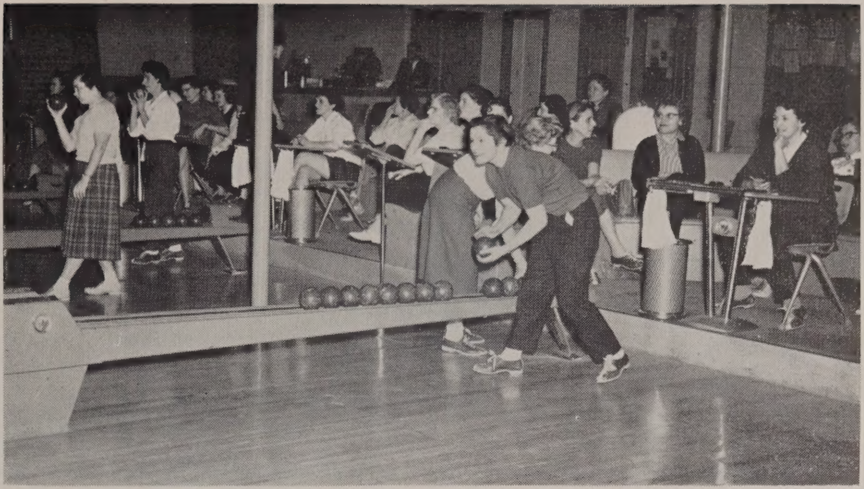
Our next show is at the Brockton V.A. Hospital on March 31st. We sincerely hope that weather will be with us and sickness away from us on this date. The Lady Cooties of Norfolk County Nest No. 18 are travelling with us again this year with Mrs. Effie Motowylak as Lady Queen, and as usual doing a splendid job on refreshments or cigarettes at the shows.

Featured in our show this year are the Scotch Dancers, several soloists, including Mildred Sanborn of the Fibre Box Sales office, Tom Rice, with his tin whistle and fife, Jerry Norton as master of ceremonies and the always faithful Vin Perry and his orchestra.

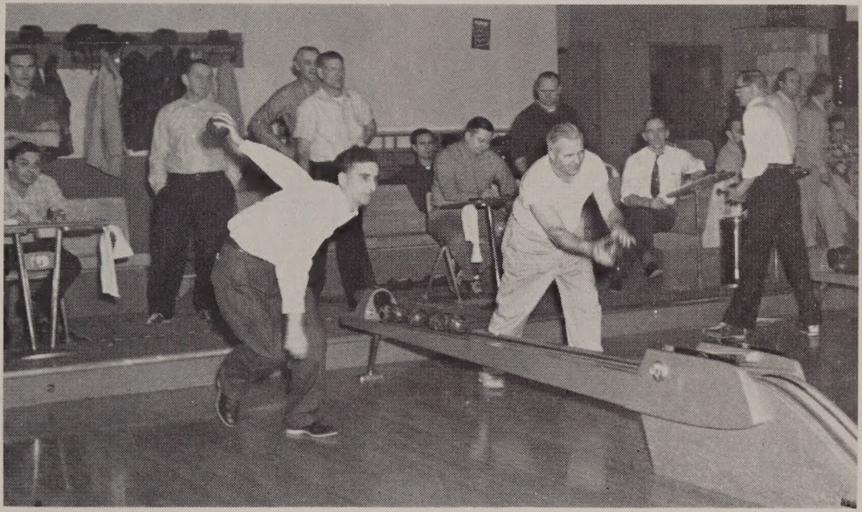
Bowling

THERE have been no significant changes to report in the Girls' League. However, in the Men's League, the Accounting team from the Main Office has moved into second place, moving DF to third position. Roger Anderson has topped Joseph Purpura by one pin to lead the High Three String list with a total pinfall of 358.

The season continues into April, and then we'll know who the champions are.



HAIL, HAIL THE GANG'S ALL HERE. In the foreground, right to left, are Dorothy Capachin, Doris Riordan and Jennie Mike. Look closer and in the background you will find almost all your favorite bowlers.



ACTION AT THE ALLEYS. The three bowlers in the foreground are Antonio LaSalvia, Earle Higgins and Gordon Webster. LaSalvia is top bowler for the season and Higgins is in third position.

PHILLIPSDALE

Bill Kanoski entered a golf Snowball Tournament on New Year's Day at the Metacomet Golf Course in East Providence and tied for top honors with a 76 score.

Enar Peterson, chief engineer, spent two weeks' vacation at Fort Lauderdale, Florida.

Manuel Oliver tells us that his daughter has completed her first year of study as a Sister of Mercy at Mt. St. Rita's in Cumberland, R. I. and has received her formal habit and religious name "Sister Mary Reina."

Benjamin and Dot Pino are the proud parents of a baby girl, Lauren Alma, born February 13.

Herbert Chamberlain has been elected president of the East Providence Craftsman Club.

Robert Blake, president of the Riverside Lions Club, was one of the big wheels at the recent Annual Brotherhood Dinner in East Providence.

When Mr. and Mrs. Vincent Zukowski observed their 45th wedding anniversary in February the local Pawtucket newspaper carried an interesting story about their life together. "We were married two months after we met," recalled Mrs. Zukowski with a smile. "We had a short engagement but a nice long marriage." Both had come from Poland when they were in their 20's. After he retired in 1954 the Zukowskis moved to a smaller home on York Ave. where he still has a small garden and a corner where Mrs. Zukowski grows flowers.

On the big day in February they attended church with their seven children and then were guests at a breakfast at the home of their daughter, Mrs. Raymond Cooper. At a party held later at the Zukowski home they were presented with an electric coffee pot. In their large and wonderful family are seven children and nineteen grandchildren.

News Briefs . . .

Champions All

Three outstanding hockey teams have had Walpole and Norwood fans cheering themselves hoarse this season. The Norwood High team was the runner-up in the Bay State League. Walpole High made third position in this same league and reached the quarter-finals in the State Tournament losing 3-1 to a powerful Auburn team in a tremendous game. The Walpole Junior High team won second place in the Junior Suburban League, Northern Division and went on to win the Junior Suburban championship, too, by defeating Newton and Melrose in the play-off games.

We are especially proud to note sons and brothers of Bird & Son men on all three teams:

Norwood: Arthur Walker, son of Arthur Walker, Floor Covering
Gus Purpura, brother of Joseph Purpura, Roofing
George Kozak, son of George Kozak, Roofing
David Walton, son of Roy Walton, Roofing.

Walpole High: Joseph Tarbell, son of Lester Tarbell, Paper Mill
Paul Rafuse, son of Charles Rafuse, Finishing Mill and Helen Rafuse, Payroll.

Walpole Junior High: Kenneth Allan, son of Vaughn Allan, No. 2 Box Shop
Ronald Stuber, son of Kenneth Stuber, No. 2 Box Shop
Robert Rockwood, nephew of W. E. Smith, Roofing Sales.

In the News

FAMILIAR FACES appear in the February issue of *Flooring,* a national magazine devoted to news of the industry. Twice a year all floor covering manufacturers display their new products and/or patterns at markets in Chicago, New York and High Point, N.C. Dealers throughout the country attend these markets and much business is contracted at them. In the February issue mentioned before, Bird Tempo tile, featuring gold metallics, is shown with Vice President Sumner, Sales manager A. J. LeBlanc and Salesman Richard Tanis at the display booth at the January market in Chicago. In the New York picture Salesman Ed Guise is shown at the Super Vinyl Masquerade pattern display.

On still another page is a picture of the western Floor Covering Division salesmen gathered with company executives at a meeting in Chicago's Bismark Hotel, timed to coincide with the January markets.

Most Successful Year

Junior Achievement, now in its third year in Walpole, is having its most successful year, according to Bill Smith of Roofing Sales, who heads up local activities. Bird & Son is co-sponsor for two of the three companies and has company representatives serving as advisers in all three.

Teen-Craft Co. meets Monday nights at the Stone School, with Vic O'Sullivan, Floor Covering Sales, Earle Boyden, No. 1 Box Shop, and Carroll Homan, Roofing Laboratory as advisers from Bird & Son. Products: bird feeders, bird houses, pencil caddies and snack hounds for serving hors d'oeuvres.

B'jacus Co. meets Tuesday evenings. Bill Smith is one of the advisers. Products: Novelty planter and jewelry.

Lebydo Co. meets Wednesday evenings. Bird & Son adviser in accounting is Elizabeth Gleichauf, Personnel Department. For products they've been making Styrofoam Christmas trees and Easter rabbits, place mats and coaster sets.

During the school vacation week in February four students travelled to the Poconos to attend regional Junior Achievement sessions there. Top Achievers of the year were chosen for this honor.

In May the annual banquet this year will be held in the Walpole area, instead of having the local students travel to Boston. Plans are now being laid for next season. A few openings for advisers are anticipated. Adults wishing to help in this activity should apply to W. E. Smith, Jr., Roofing Sales.

Tie Pads in Europe

Under an agreement just completed, Tie Pads made in the Bird design will be manufactured and sold in Europe. Mr. K. Varfeldt, director of A. B. Svenska Icopalfabriken in Sweden visited our offices in March. When he returned to Sweden he carried with him the authority for his company to begin manufacture of tie pads at their plant in Malmo, Sweden. This company also operates plants in Norway and Denmark and is licensed to sell its products all over Europe.

Panel Speakers

Edward L. Lincoln, Commodity Manager, Built-up Roofing has appeared in two panel discussions recently. On February 27 he discussed "What's New in Roofing?" with panel members from Barrett, Frey, and Ruberoid at a meeting of the Carolinas Roofing and Sheet Metal Contractors' Association held at North Carolina State College, Raleigh. March 21st he discussed seepage problems on walls, cornices, sills, etc. at the Atlanta meetings of the Sheet Metal-Roofing-Heating-Air Conditioning Contractors' Association.

On March 4, Rogers Weed, Eastern manager in the Building Materials Division, participated in a forum in

HAPPY ANNIVERSARY. Shreveport employees gathered February 2 to salute B. P. Soward on his 33rd Bird & Son anniversary. Left to right: D. L. Oliver, William Winkler, Dude Davidson, B. P. Soward, R. D. Adams, W. L. Smith, J. D. Johnston, Frank Markham, N. R. McNeill, C. Cobb, G. Walker and P. O. Johnson.

Recent Deaths

HAPPY RETIREMENT to Carl Hamilton was the wish of his co-workers in the Undercoat Department when he left work at the end of February. Carl is shown in the center with the ship clock presented to him. Front row, left to right: William Cherry, Pelligreno Capone, Carl, Hubert White, Edward Silva and James Sullivan. Back Row: Harold Hermanson, Donald Cornell, Richard Wehmas, Henry Cox and William Grudinskas.

Vincent Grudinskas, 68 Highview St., Norwood, died February 17 at the Norwood Hospital. He was 69 years old and had retired in 1953. From June, 1918 to his retirement he had worked on the paper machines, for many years as a third hand on No. 3 Machine. He is survived by two sons, Vincent of Norwood, and John, also of Norwood, who works at the Roofing Plant.

Robert Tauber, 126 Bussey St., East Dedham, died suddenly in Dedham on February 19 at the age of 30. He had worked at No. 1 Box Shop since January, 1950, in the Solid Fibre Finishing Department. He had been a Review reporter for several years. Surviving him are his parents, his wife, Muriel and four children, Donna, Linda, Wayne and Robert, Jr.

Leo R. Bernier, retired, died in Indian Rocks, Florida on February 22, after a long illness. He first worked in the Main Office Accounting Department, starting in 1915. After two years service in World War I, he returned and became a floor covering correspondent for several years; he then worked as a shipper at the Floor Covering Plant and in 1926 became planning head and supervisor of shipping. He was also in charge of the plant security program which became very important during World War II when the Shell Department was in operation. From July 1952 to July 1955 he was sales service manager for Floor Covering. In recent years he was manager of a Motel at Indian Rocks Beach and was later in the real estate business there. He is survived by his wife, Gertrude and a son, Robert Ives of Walpole.

Robert M. Deane, 62, 2 Bowker St., Walpole, died February 25 at St. Elizabeth's Hospital after a long illness. He had worked for Bird & Son since June, 1933, most of the time in the Floor Covering Tube Machine Department. He is survived by his wife, Nora.

Claudie Neel, Shreveport, died suddenly February 12 of a heart attack. He started with the company June 13, 1950 as a long-distance truck driver, transferring a few years ago to the Sample Department. He is survived by his wife and two stepsons, Ronnie and Kenneth Johnson.

Francis D. O'Neil, retired, of 2033 Columbus Ave., Roxbury died suddenly on February 18 at the age of 83. He had been a shoe carton finisher all his working life with Bird & Son, which began in August, 1919 and ended with retirement in December 1948. Surviving him are his wife, Edith, a son Frank of Jamaica Plain, who works at the Granule Plant, two other sons, Charles and Robert of Dorchester, two daughters, Mrs. Helen Hickey of Dorchester and Mrs. Catherine King of Jamaica Plain and eight grandchildren.

William F. O'Donnell, 36, of 175 Pearl St. Stoughton, died suddenly on February 16 at his home. He entered Bird & Son in May, 1947, not long after finishing a tour of duty with the U.S. Navy. He was employed in various jobs and departments at the Norwood Floor Covering Plant, most recently in the Sample Department. His wife, Barbara survives him and also his mother, of St. Petersburg, Florida, two sisters, and a brother.

News Briefs . . .

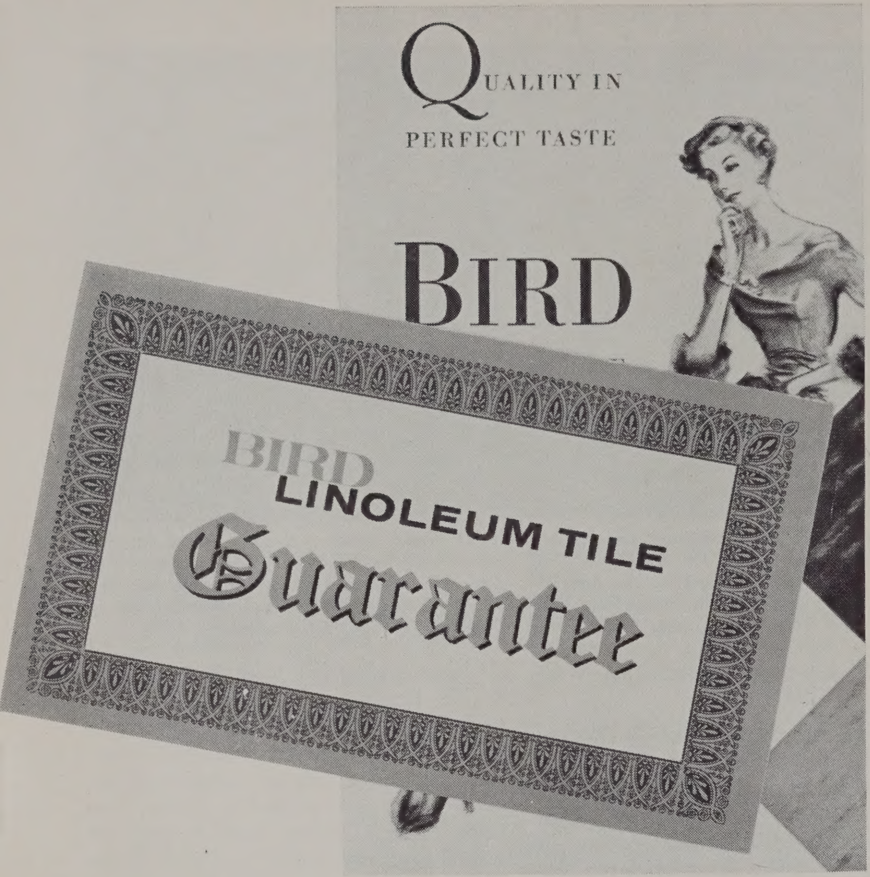
New York, on invitation from the editors of House and Home Magazine. Mr. Weed, in company with sales managers from eight leading roofing manufacturers, discussed the subject, "Quality Products for the House." A full report of their meeting will be published in the May issue of House and Home.

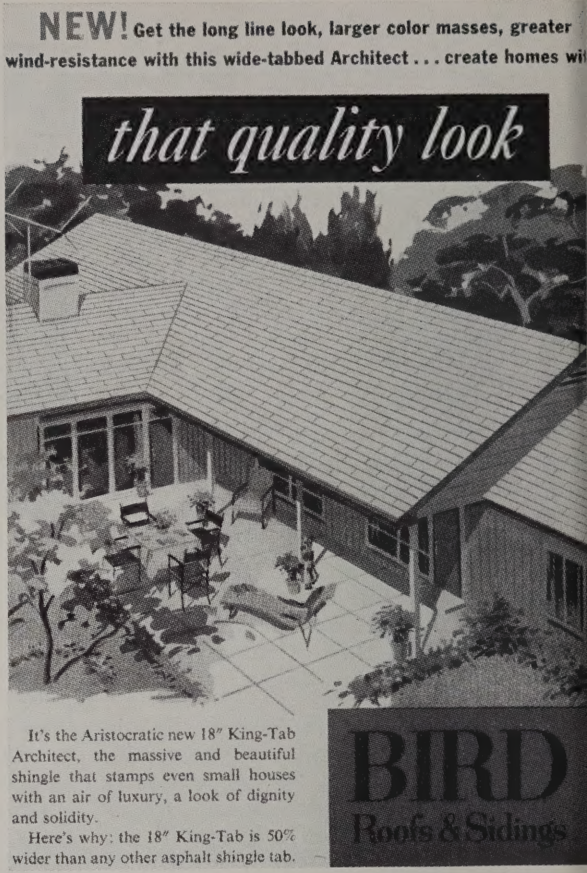
Phipps' Phish

If you've been in the Main Office lobby recently you've undoubtedly seen the attractive tank of tropical fish. This was placed here by Dick Phipps of the Traffic Department, whose popular hobby was written up in these columns several years ago.

In this 26 gallon tank are more than 30 fish and at least five varieties of plants. All the fish are young and will grow much larger — to match their large and fancy names — Rasbora, Gold barbs, Cherry barbs, Sumatra barbs, Penguin fish, two kinds of catfish including Julie-eye, White Cloud and both Black and Neon Tetras. This last-named fish has a grayish body with a luminous stripe running from head to tail. To help purify the water is an under-water gravel filter with a pump, and tropical plants with such intriguing names as Cabomba, Amazon Sword, Italian Val. (which supplies oxygen to the water) and Anacaras, which goldfish like to eat.

Dick reports that many doctors' offices now have tropical fish installations. Doctors tell him they are as relaxing to watch as a wood fire in a fireplace. One woman bought a small bed-side tank to cure her insomnia. It did, too.


QUALITY IN PERFECT TASTE
BIRD
BIRD LINOLEUM TILE Guarantee


NEW! Get the long line look, larger color masses, greater wind-resistance with this wide-tabbed Architect . . . create homes wi
that quality look
BIRD Roofs & Sidings

It's the Aristocratic new 18″ King-Tab Architect, the massive and beautiful shingle that stamps even small houses with an air of luxury, a look of dignity and solidity.

Here's why: the 18″ King-Tab is 50% wider than any other asphalt shingle tab.

"The customer is always right!" says the merchant grimly. And why does he say it grimly?

He says it grimly because the customer loves being always right and he takes a particular delight in rubbing this advantage in.

Okay! Who is this — "CUSTOMER"? He's you — he's me. And, brother, how we love being right!

We buy a new TV set — or a length of garden hose — or some shoes for the kids. Aha! What do we sometimes find?

That the TV won't pull in Channel X — that the hose has holes in it — that stitches have been dropped from the shoes. "We'll never buy these products again!" We bellow at the merchant.

Somewhere along the line, someone slipped. Probably through carelessness, but it makes no difference. Business is lost — payrolls suffer and all because — "The customer is always right!"

It's up to us to keep a jump ahead of him by being always just a little more RIGHT.

SATISFIED CUSTOMERS PROVIDE OUR REAL JOB SECURITY

BIRD REVIEW NEWS DIGEST

Vol. 47 No. 4 Published for Bird & Son, inc. employees and their families April, 1959

V-3 Board for Mobile Homes

Combined with Aluminum Foil To Make Protective Insulation Called V-3 Insul Sheath

REMEMBER the V-3 board of World War II? Waterproof, tough, it was widely used for packaging food and other emergency supplies. The V-3 boxes could be tossed overboard to float ashore when establishing a beachhead, or could be stored outside for long periods without damage to the goods inside.

V-3 board is back in the news again. Of course, we've made it for certain manufacturers right along. But a brand-new use has been developed by the Industrial Division.

The new product is called V-3 Insul Sheath. The rugged, waterproof board is combined with aluminum foil and sold to mobile home manufacturers as protective insulation for the floors of these homes on wheels.

Until recently the under-floor material which took all the beating from rain, snow, slush or mud was an asphalt insulating board. This was brittle to work with, heavy to handle, and it absorbed and held moisture too easily, in spite of its asphalt content.

Repels Moisture

V-3 board repels moisture, even buckets of it. Combined with aluminum foil on one or both sides, it makes an ideal protective covering. Also, it is light-weight and easily handled.

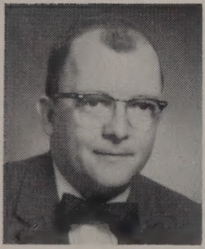
Floors of mobile homes are built upside down, or on an angle in a rack. When the wooden base floor has been laid down, V-3 Insul Sheath is stapled to it in large sheets. Manufacturing size is 48¾" x 117", but the sheets are easily cut to whatever size is needed. When the under-floor or deck is completely sheathed it is turned over and set on the metal frame which supports the entire structure. Then on top goes the ply-wood sub-floor and finally Bird Linoleum for the exposed flooring.

Made at East Walpole

The new product was announced at the annual Mobile Home Show in Louisville, Kentucky in February. It is made on the solid fibre combiner at No. 1 Box Shop, from aluminum foil and from paper produced on No. 5 paper machine.

Like any new product, it required months of development before we were ready to put it on the market. First came the idea, conceived by Bert Johnson, manager of the Industrial Division, who knew the problem mobile home manufacturers were having with the asphalt insulating board. The idea was passed along to our East Walpole Paper Mill Laboratory. All the development work was done by Hermon Barker and his staff. To them goes the credit for overcoming the problems and getting it on the market so quickly.

New Directors Elected in March


Calvin A. King

Weston Howland

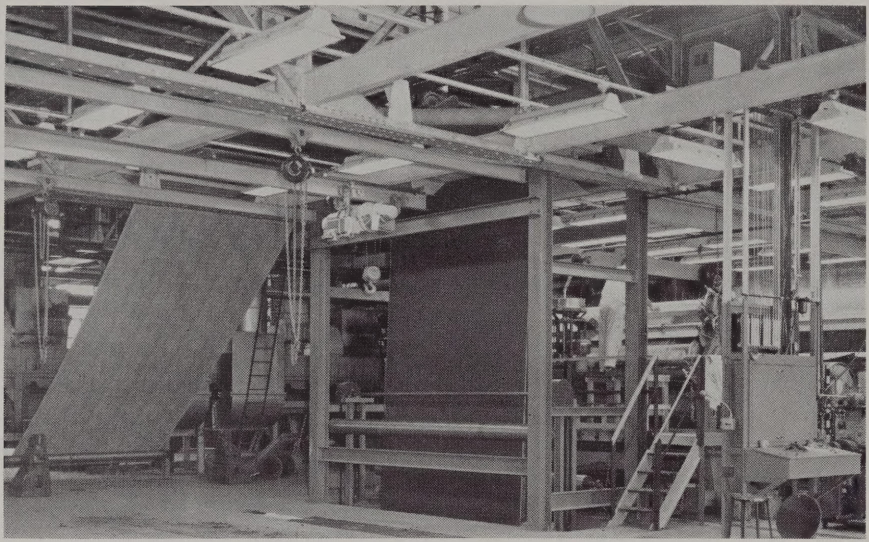
CALVIN A. KING, new president of Bird Machine Company, is one of two new directors of Bird & Son, inc. elected at the annual meeting on March 24. The other new director is Weston Howland of Milton.

Mr. King became president of Bird Machine when F. K. Becker retired in December. He is a graduate of Northeastern University and lives in West Medway.

Mr. Howland is a director of the Merchants National Bank, the West Point Manufacturing Company and the Fruit of the Loom Corporation. He is trustee of the Milton Savings Bank, in the town where he resides, and is a trustee also of the Boston Dispensary, the Arthritis and Rheumatism Foundation and the Belmont Hill School. His college is Haverford.

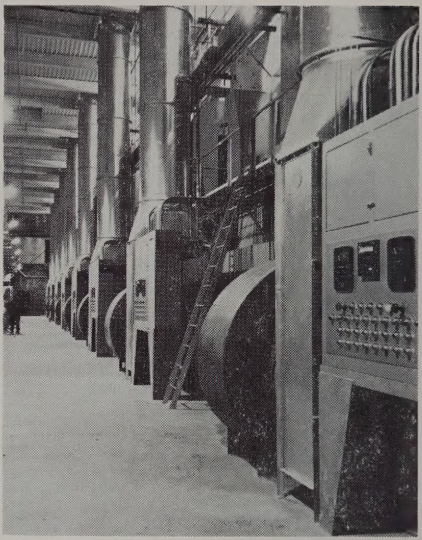
Four words worth pondering: Courage, Character, Honesty, Work.

Picture Story of New Vinyl Unit

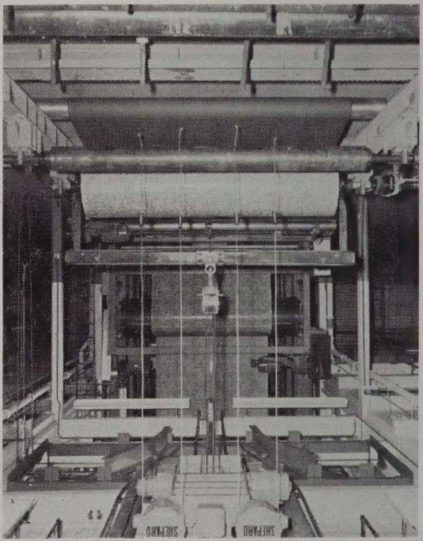


FIRST — Super Vinyl is printed on rotary machine at left, then transferred to coater.

After vinyl coating is applied by these rolls, the sheet travels through the opening in wall at rear to the



TUNNEL DRYER — Here is where intense heat fuses the vinyl surface to the sheet. The sheet travels the 192-foot length of this section in about 2 minutes, then feeds in a continuous operation to the



PLANISHING ROLL — This roll polishes and finishes the surface to a high gloss. In the picture the material is travelling from the tunnel dryer, back of the rear wall, through the planishing roll and onto the rewinder which is back of where the photographer is standing.

National Advertising Continues in *Saturday Evening Post*

CONTINUING again this year, Bird & Son is advertising nationally in the *Saturday Evening Post,* where last year our distinctive full-color ads won top rating over all others, even automobiles, appliances and furniture.

Four full-color ads are scheduled again in 1959, facing half pages, with floor coverings advertised on one half page, shingles on the other. In addition, there will be four outstanding black and white ads promoting building materials only. These striking pages will use a new technique for us — large, dominating illustrations which compel readership. Wait 'til you see them. They are real stoppers.

From now on there will be one advertisement appearing each month, through September. The black and white advertising space will be shared with another advertiser. We do not sell building materials west of the Rocky Mountains, so when a building materials ad appears, the Bird ad will be printed only in the copies distributed in the east, mid-west and south. Another ad will occupy the same space in the western distrbution.

The *Saturday Evening Post* has a circulation of well over 6 million with a tested readership of 29 million, an all-time high for this magazine, incidentally.

In addition we are advertising in other publications — the building manuals of *House Beautiful* and *Home and Garden.* Recently a Bird full-color ad occupied the inside back cover space of *Today's Home.* We are also advertising regularly in the trade publications: *Home Furnishings Daily, Floor Covering Weekly* and *Flooring, American Lumberman, American Builder, House & Home* and *Architectural Record.* All advertising this year has been carefully planned to promote those products which are our best money-makers.

Boosterama Shows Continue

Boosteramas have been among our best promotional tools in the sale of floor coverings. They will be continued in 1959, and are already being promoted through our distributors. The first of these shows, where our full line of products go on display, was at Nashville, Tennessee, on April 1 and 2. The schedule through the first week in May is: Pittsburgh, April 6-7; Philadelphia, April 14-15; Cleveland, April 28-29 and Johnson City, N.Y., May 4-5.

The "shows" are large, effective displays of our floor covering line. Many patterns of Super Vinyl, Linoleum, Linoleum Tile, Wall Covering and Counter Cover are set up attractively in a distributor's warehouse or in a large hotel room. The area is brilliantly lighted and well covered with Bird advertising. Usually a meal or buffet supper is served. All dealers in the area are invited, seeing when they come, a much more effective display than would ordinarily be possible. Much business is written as a result.

Goldbricking

IT IS AN AXIOM in sporting circles that a second-rate *professional* heavy-weight can knock the block off the best *amateur* boxer who enters the ring. There is only one reason for this and that is that the professional gets paid for what he is doing. He is either good at his job or he does not get paid for it. When he ceases to be a good professional, he is soon out of a job.

In the final analysis, of course, everyone who works is a professional, whether he be the president of a large corporation or the man who drives a taxi in a small town. And if he is not good at his job, pretty soon he does not get paid; he, too, is out of a job.

Some of the millions of "professional" job-holders in this country have latched onto the practice of goldbricking, and spend more time working at this than they do at the job. These people may think of themselves as professionals, which is an honored status. But they are not professionals at all. Because they are being paid to do a certain job; but instead of doing the job and acting as professionals, they are spending their time and their employer's money figuring on ways how not to do the job. In other words, on the strictly amateur pastime of goldbricking.

It may be fun to be an amateur, but the world is run by professionals. And the truth of the matter is that when too many amateurs manage to infiltrate the ranks of the true professionals, they mess up the works but good! And nothing can turn a professional into a dangerous amateur quicker than application of that silly practice of goldbricking.

The man who goldbricks on the job — no matter what the job — not only insults his own professional standing, but he makes things tough for the legitimate pros surrounding him. Because his amateurish clowning around — wasting time, evading work, expecting the rewards without the effort — is bound to rub off on others and the professional polish of their work is tarnished by the goldbricker's amateur sloppiness. This is particularly true where professional teamwork is the cornerstone of production.

How long would a goldbricker be tolerated by the Bruins or the Celtics? It's kid stuff, man — kid stuff!

* * *

Top of the News

MAIN OFFICE

James Muir has left the Mail Room to work at the Norwood Roofing Plant.

Rosalie Moore, a Senior at Walpole High School, is now working after school in our Stenographic Department.

Mary Ann Alukonis and Elaine Pupalaigis will spend their April vacation touring the Southwestern United States and Mexico.

We welcome William McKernan who has recently come to work in the Mail Room.

Welcome to Barbara Waseleski in Box Sales. Barbara is a senior in Walpole High School working part time with us until she becomes a full time employee after graduation in June.

The Purchasing and Traffic Departments took Mr. and Mrs. Howard Hanna to dinner recently at the Lafayette House to salute his retirement from Bird & Son at the end of March. Just after his retirement, on April 6, Howard was again the guest of honor at a dinner at the Lord Fox when his many friends in other departments of Bird & Son saluted him. He was given a floor model drill press which he promptly loaded onto his jeep and took to his new home in Maine the next day.

Mr. and Mrs. Al Smith have just returned from a rainy three-weeks' trip to Florida — well, it wasn't all bad weather, but some of it was. They attended an Easter sunrise service at Bok Tower.

Bert Johnson has just bought a 10 acre farm in Elmwood. It is a going operation with 4000 chickens and a thriving dog food business. The dog meal, mixed under a special formula on the premises, sells under the name of Country Squire. This is not a paid advertisement, but Bert will be glad to receive your orders.

EAST WALPOLE MILLS

No. 1 Box Shop

Dick Bell and his wife are being congratulated on the arrival of another dependent, a son, born March 14.

Martin Green and family left for Florida March 11 and Gino Ioannilli and his wife left a few days later for a month's stay in the same state. From what we read in the papers we are afraid both couples hit a lot of rain.

We are sorry to hear that Eugene Norris is sick. Taking his place in the Shipping Department office is Chester Bumpus of Brockton, to whom we extend a hearty welcome.

Our sympathy goes to William Conant on the loss of his father on March 23.

Now that spring is here, officially and weatherwise, Ben Baranowski will be planning some trips to Camp Child.

Claude Smith of the Box Shop Office was one of our early vacationists. Mr. and Mrs. Smith spent ten days in San Juan, Puerto Rico, and the Virgin Islands. They report temperatures up to 80° every day.

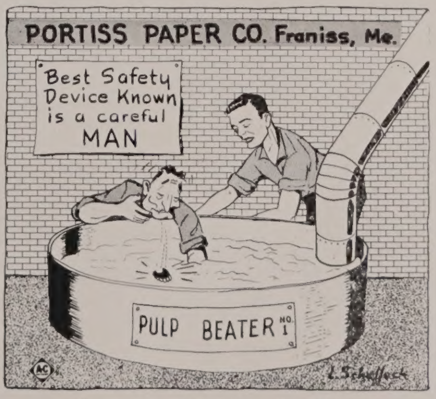
No. 2 Box Shop

Our best wishes to Gus Smith and his wife who were married twenty-five years on April 1st.

The William O'Briens report the birth of a baby girl, Bernadette, on March 3.

James Maguire spent a nice week in New York with friends in the middle of March and took in the St. Patrick Day's parade.

(continued on page 5)


PORTISS PAPER CO. Franiss, Me.
Best Safety Device Known is a careful MAN
PULP BEATER NO. 1
AC
L. Schelleck

"Lose something, Donohue?"

News Briefs . . . .

Steam Line

Milton Gardner, East Walpole Power Plant, recently discovered an old brochure published by R. H. Baker Company, industrial pipers. It was printed, apparently, shortly after they had installed the 4,550 foot long steam line between East Walpole and the Norwood plants. There are several pictures and impressive statements about the efficiency of this 8 inch steam line which when installed was one of the longest in the world. Gardner will be glad to show the publication to anyone who is interested.

Same Office — New Name

In December our Boston advertising agency, H. B. Humphrey Alley and Richards merged with Reach, McClinton & Co., of New York to form a new agency, Reach, McClinton and Humphrey.

The two separate Boston offices of each former company are combined to form the new Massachusetts corporation. The H. B. Humphrey office in New York is absorbed into the new Reach, McClinton operation there. Reach McClinton also has offices in Chicago, Los Angeles, and Minneapolis, and is affiliated with agencies in St. Augustine-Jacksonville and Houston.

One of their larger accounts is the $5 million Prudential Insurance account. Another well-known one is the Berlitz School of Languages.

Weather-Tex Comes Full Circle

In a period of twenty-four years, old timers at Bird & Son Roofing plants have seen one design come the full circle. Back in 1935 the Weather-Tex design was proclaimed as the latest, the most modern, the most beautiful design yet achieved — and so it was. Through the following quarter century this design, pioneered by Bird & Son, provided millions of man hours of work as millions of squares of shingles and siding were manufactured for sale in all our Building Products territories. It was one of the most popular designs ever created. Several years ago it began to go out of style. The East Walpole division noticed it first, then Shreveport. In February, 1959 it was announced that the Chicago plant, too was discontinuing the manufacture of Masterbilt Shingles in the Weather-Tex design with the exception of Slate Blende, Russet-Glo and Mountain Green. The reason — the buying tastes of the public have changed. Weather-Tex is as good as it ever was but today people want a plain shingle and brighter, lighter blendes. The plain shingle, such as the Wind Seal, is now the most popular with today's customers. So, Weather-Tex moves into the background. But who knows — buying tastes will change again and Weather-Tex may come back stronger than ever twenty years from now.

To Speed Mailing

At the Mail Room in the Main Office is a new machine which folds and inserts letters for mailing all in one operation. It's called a Pitney Bowes folding and inserting machine. Typed letters, usually form letters, are placed in position and addressed envelopes are dropped in another slot. The machine folds each letter twice and inserts it in an envelope automatically, operating at the rate of about 2500 per hour.

Tie Pads for the Navy

The Charleston, S.C., Navy Yard is now equipped with Bird Tie Pads, thanks to the fact that one employee of the Navy Yard is married to a Bird girl in our Charleston Roofing Office. The man is Arnold Coffman, who put in a suggestion to use tie pads on all railroad track located under cranes and other rail equipment in the Yard. Arnold entered the suggestion after reading about Bird Tie Pads in a copy of the Bird Review, which his wife, Jean, brought home from her office.

Sales Contests

A good salesman turns in a good performance the year 'round. But salesmen are human and, like the rest of us, respond to contests. A successful contest promoting Rubberlike just ended for floor covering salesmen in March. Winners will be announced soon. Another contest is now running through May on all floor covering materials, but Super Vinyl and Quality Vinyl sales count double. Awards will be based on the percentages over quotas achieved by the salesmen.

Money at Work
Means Men at Work

THAT'S a slogan you'll hear often during Invest-in-America Week, between April 26 and May 2.

Yes, money at work means men at work. This slogan has very real meaning to all of us. It means that the spare cash we put into a savings account, into an insurance policy, a bond or share of stock, or home goes to make more and better jobs for all of us. Savings invested freely in this way are used to help make our jobs more secure — to create new plants and new jobs for our children — and to help our country grow. Last year it took $13,800 to provide for each job at Bird & Son. The national average is $14,000.

By putting our dollars to work we furnished capital for the enterprises that make possible our work, our homes, and all the products and services we enjoy, and at the same time we earn a profit on those dollars we put to work.

Invest in America . . . Keep America growing!

Suggestion Awards

NO special award money was distributed in March, but awards totalling $535 were paid as follows:

Six men received an extra $20 for having had five accepted suggestions: George Davis, FKM, John Dearnaley, FBM, Henry Eklund, FBM, William Haggerty, FBY, Daniel Hourihan, DPIF, and Clarence Young, FFG.

Regular Awards

James Carr, FFJS	$25
Nemus Cianfarani, FFF	20
Armando Croatti, FBPM9	25
George Davis, FKM	20
John Dearnaley, FBM	25
Peter Didick, FBM	20
Lawrence Dyson, FKPM1	20
Henry Eklund, FBM	20
Walter Erker, FFG	20
Daniel Hourihan, DPIF	20
Edmund Johnson, FKM	20
Paul Manning, FFV	20
Edward O'Rourke, FBPM9	20
Leo Padduck, FFF	25
Matthew Pino, DPM	40
Edward Toler, FKM	20
Clarence Young, FFG	20
Arthur Brooks, FFN	5
Philip Gordon, DPB	5
William Haggerty, FBY	5
Willis Harris, FBF	5
William Janusaitis, FFJS	5
Vernon Marsh, FKPM1	5
Frank Shumski, FFG	5

Top of the News

(continued)

FLOOR COVERING

Carl Hamilton, who recently retired, writes that he reached Maine safely. The new address is 189 Water Street, Eastport, Me. With good weather here and vacations approaching, we imagine Carl will probably have a number of visits from fellow employees as they head north for some good fishing.

Harold Hermanson is confined to his home with a fractured left wrist. We wish him a speedy recovery.

Benedict Devine, who had worked for us seventeen years, recently resigned to accept employment at the Norwood Post Office.

WIND SEAL SHINGLES, by Bird of course, all the way, on a huge new arena in West Hempstead, Long Island, N.Y., total amounted to over 770 squares.

Henry Koch, Linoleum Department clerk, has left us to work at a Norwood plumbing supply firm.

A pleasant surprise has come to the family of Antonio Antonelli (retired in 1952 from Floor Covering). Six medals for outstanding combat work in World War II have belatedly been awarded to Tony's 45 year old son, Daniel, now serving as Master Sergeant at the Orlando Air Force Base in Florida. In the rush and confusion of battle, the honors which Sergeant Antonelli won as a gunner during 25 combat missions in Europe were overlooked, but recently came to light in the Air Force files. Dan has now been awarded the Distinguished Flying Cross with one Oak Leaf Cluster and the Air Medal with three Oak Leaf Clusters.

NORWOOD ROOFING

Fred Turco has been elected President of the Walpole Little League for 1959.

Just another car is no longer news for these columns but when it's a brand new Daimler Benz we must report it. It belongs to Ernest Zitke and it surely adds class to our parking lot!

Herbert Davis has been appointed to the office of Esquire in the Norwood Lodge of Elks.

We extend our sympathy to Louis Silvestri whose father died recently. Before his death, Alphonse Silvestri had worked many years at No. 1 Box Shop and the East Walpole Finishing Mill, retiring in 1954.

PHILLIPSDALE

Congratulations to Mr. and Mrs. Joseph Wynne who recently celebrated their 30th wedding anniversary. Joseph Wynne is our head electrician.

Anthony Rochford surprised his wife when he baked a 16th wedding anniversary cake. He burned the first cake and fed it to the birds, but on the second try, the cake was delicious.

Recent Deaths

Alphonse Sylvester, retired, died suddenly in Norwood on Easter Sunday at the age of 70. From 1918 to 1935 he worked on the Combiner in No. 1 Box Shop, and after that in the Finishing Mill until his retirement June 30, 1954. Surviving him are five sons: Rocco and John of Walpole, Anthony of Dedham, and Joseph and Louis of Norwood. Louis is foreman at the Norwood Roofing Plant. Funeral services were held March 31st and burial was in Highland Cemetery, Norwood.

John Grusacki, retired, died after a short illness on April 8th at the age of 76. The father of Chester Grusheski of Stock Transfer, he had been retired since December, 1949. His employment with Bird & Son began in 1913 in the Transfer Department. From 1918 he had served as a crane operator in the Combiner Room of No. 1 Box Shop. He is survived by three sons and two daughters: Chester, who works at Bird & Son; Walter and James, Mrs. Amelia Chapman and Mrs. Mary Ann Mingels. Funeral services were held on April 10, with burial in Highland Cemetery.

Garnette B. Cocke, retired floor covering salesman, died in a Charlottesville, Va. hospital April 7 after a long illness. He began his sales career with Bird & Son in July 1921 and served faithfully and successfully as floor covering representative in the Richmond, Va. area until his retirement in January, 1947. He was 81 years old. Mrs. Cocke survives him.

George E. Wood, retired, died at a hospital in St. Petersburg, Florida on April 10 after an illness of several months. He was 67 years old. He retired in July, 1956, after 36 years of work at the Floor Covering machine shop, the last 16 of which he served as master mechanic. Mr. and Mrs. Wood moved to Florida soon after his retirement. He is survived by his wife, Penelope, and four sons: Ernest, Robert, Richard and George. Funeral services were held at the May Funeral Home in Norwood on April 15.

BELOW: One end of the Island Garden Arena. Height can be judged by the size of the man on top of the roof, upper right. A force of more than 15 men took nearly two months to apply the shingles. The Estates Roofing Company of New Hyde Park, N.Y. did the job.

Bird Club News

Cribbage Season Ends

The last Cribbage party of the 1958-1959 season was held March 17 with twelve players present. First prize winner was H. Wohlin; the second prize went to Edward Scanlon. Ted Knaus was the winner of the season prize. Baskets of fruit, as door prizes, went to Edward Scanlon and S. Wolley.

Neponset Choral Society

Aesthetic poses and stained glass attitudes are a dime a dozen these days at Bird Hall as Gilbert & Sullivan's *Patience* goes into its final weeks of rehearsal. Performances are scheduled for May 1 and 2 at Walpole High School. This spoof on affectation and sham looks like another top-notch production for the choral society with plenty of good laughs and beautiful music expertly mixed by Gilbert & Sullivan and served up by Director Hassler Einzig and his very competent performers.

On Saturday, March 4 nearly 100 past and present members of the Choral Society gathered at the Walpole Country Club to celebrate the society's tenth anniversary. After a hearty roast beef dinner and a short formal program, dancing was enjoyed with music by Vin Perry's orchestra. The formal program included colored slides of the last four Gilbert and Sullivan performances, tape recordings of the music of these same operettas and a short talk by Leonard Weaver who has served tirelessly and with great success as the society's director for the entire 10 years. It was an evening of fun and reminiscence which will be long remembered. The committee in charge was: Harriet Dusty, Chairman, Delphine Brule, Mario Pederzini, Pauline Renaud, James Silvi, Kenneth Berry and Joan Marcelle.

Girls' Bowling

Doris Reardon stills holds the records she established in February: High Single, 118; High Three String, 310; and the leader in individual averages. Here she has bettered her own record from 87.9 to 88.3. What a bowler!

Ann Cavanaugh now holds the second highest average with an 87.9. Team No. 6 still leads the league, and No. 4 is in second place.

Men's Bowling

In the second half, No. 1 Box Shop Shipping is leading the league in the 11th week. Accounting is second and Roofing Maintenance, third.

Roger Anderson still hangs on to his High Three String total of 358; in the High Single contest Edward Mingels is tied with Uuno Wiik at 150. The top six bowlers remain the same, and in the same relative positions, except that Lili Petroni and Fred Turco have switched places, Petroni now being in fifth place and Fred, sixth.

Girls' Golf

The season starts Monday, May 4 at the Walpole Country Club, according to an announcement by Chairman Peg Delaney. Other members of her committee are Marion Smith and Muriel McDonald. We expect there will be four teams this year.

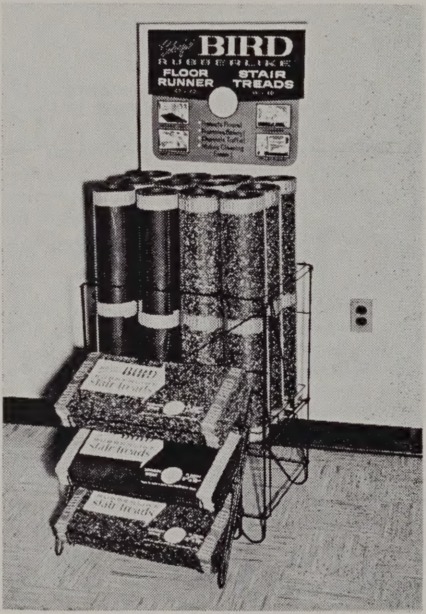
Men's Golf

Hank Mathieu heads the committee for this year with John McDougall, Percy Spiers, Fred Turco, and John Kunelius serving with him. Friday May 1 is the opening day and the first half of the season will be played at the Walpole Country Club. There will be four teams playing.

Tri-Mill Sports Club

A new slate of officers was elected on April 7th: President — Victor Leontie, FFF; Vice President — Joseph Mussi, FFDA; Secretary — Robert Weger, EME; Treasurer — Aldo Bertoni, FFM; Directors — William Mark, PFH; John Bonda, EME; and Charles Zabronski, FXF.

The popular, annual children's fishing derby is scheduled for May 19th. Time and place to be announced later. The first week in May local streams will be stocked with trout.



RUBBERLIKE MERCHANDISER just introduced to help Bird distributors sell more Rubberlike. There is nothing like a visual display for selling. It will be used extensively this Spring in hardware stores, department stores and variety stores where housewares and floor coverings are sold.

Long Service List

Name	*Year*	*Dept.*	*Years*
Nellie L. Coughlin	5-1-24	Office	35
Mary Stone Nevins	5-1-24	Office	35
Melvin J. White	5-16-24	No. 1 Box Shop	35
John Medailleu	5-1-34	Maintenance	25
Charles W. Cobb	5-14-34	Floor Covering	25
Augustus D. Smith	5-14-34	No. 2 Box Shop	25
Joseph J. Ralkavich	5-18-34	No. 2 Box Shop	25
Alexander J. Balnis	5-21-34	No. 1 Box Shop	25
Michael Moses, Jr.	5-21-34	No. 2 Box Shop	25
Louis H. DeBaggis	5-22-34	Roofing	25
Nicholas F. Santoro	5-22-34	Roofing	25
Joseph P. Rukstalis	5-23-34	Floor Covering	25
Howard C. Bearce	5-23-34	Roofing	25
Jack Holliday	5-1-39	Power Plant	20
Henry W. King	5-8-39	Floor Covering	20
Richard H. Ellis	5-15-39	Floor Covering	20
Joseph A. Pidzewich	5-15-39	Roofing	20
Lester J. Tarbell	5-23-39	Paper Mill	20
John Alexandrowicz	5-24-39	Floor Covering	20
Mary Zinni	5-22-44	Office	15
Kenneth E. Smith	5-2-49	Floor Covering	10
John Flaherty	5-9-49	Paper Mill	10
Martin J. Coyne	5-9-49	Maintenance	10
Clarence G. Eggers	5-10-49	Floor Covering	10
Ralph H. Hall	5-16-49	Manager, Shoe Cartons	10
Anthony P. Feeney	5-3-54	Paper Mill	5
Daniel B. Hurley	5-3-54	No. 2 Box Shop	5
Andrew Baxter	5-10-54	Paper Mill	5
Edward W. Garneau	5-10-54	Floor Covering	5
Leslie E. Gordon	5-10-54	Paper Mill	5
Edward F. Sullivan, Jr.	5-11-54	Military Service	5
John R. Bennett	5-17-54	Floor Covering	5
Frances E. Clare	5-25-54	Office	5

Lewiston

Benoit J. Sirois	5-26-49		10

Manchester

Marion L. Sparango	5-5-54		5

New Britain

Gertrude Kawecki	5-4-54		5
Anna Stryczek	5-20-54		5

Phillipsdale

Charles F. Sinnett	5-7-29		30
Clements Justynski	5-1-34		25
Ray A. Chappell	5-22-34		25
Sebastian Oliveria	5-23-44		15
Theophilos Pereira	5-10-54		5

Chicago

Harry Jansen	5-26-24		35
James B. Scott	5-31-29		30
Julius V. Cozzi	5-17-34		25
Jeff Reed	5-27-44		15
John Earnest	5-10-54		5
Edward Reeves	5-26-54		5

Shreveport

Durrette L. Oliver, Jr.	5-30-39		20
Mrs. Edwin W. McPherson	5-19-54	Office	5
James E. Ledbetter	5-22-54		5

Glenwood

Clarence Hopper	5-21-49		10

BIRD & SON, inc.
Established 1795

E. Walpole, Mass.

Return postage guaranteed

BULK RATE
U. S. POSTAGE
PAID
East Walpole, Mass.
Permit No. 1

BIRD REVIEW
NEWS DIGEST

Vol. 47 No. 5 Published for Bird & Son, inc. employees and their families May, 1959

Clever Device Creates Designs

Roto-Gravure Offset Proving Press Combines Photography and Designers' Skills

IT looks simple enough when you see it operate, but the Design Department's roto-gravure offset proving press is achieving both intricate and remarkable results.

Eighteen-inch copper plates, made from actual photographs of designs or materials, are placed in the press and fixed in position to the fraction of an inch. The plate is inked, blade wiped and a rubber roll in a fixed gear track runs first over the inked plate and then over a sheet of paper or a sheet of felt with a white undercoat base. In this way an accurate proof of a new design is obtained by hand.

If desired, a second or third color can be proved over the base color, to simulate multiple color printing. Also, entirely new designs or color effects can be created by using color plates of one design with plates of another design. There are a great many possible combinations which can be experimented with to achieve many unusual and interesting results. Photography combined with skill of the designers in arrangements and accenting create fine detail subjects which can only be reproduced through the art of rotogravure engraving and printing.

Then too, new color combinations can be quickly tried out on the press — again saving hours of time. The result is that new subjects can be expedited into regular production, enabling us to reach the markets in the shortest possible time with patterns which will attract customers and increase sales.

ROTOGRAVURE HAND PRESS. First the copper plate is inked and wiped as Thomas Coyne illustrates here. The white paper on which the design will be printed shows in the foreground. Coyne and Thomas Cordo will next roll the geared rubber roll across the plate and over the white sheet.

THE RESULT — a perfect full size print which exactly duplicates the effect that would have been created on our big rotary press.

$100 Award to William Carr for Constructive Suggestion

BILL CARR, Roofing Maintenance, had an idea for a change at the Patterson Kettles which would prolong the life of the gears. "If it works," he told his wife "I'll buy you a new Easter hat." The idea did work but didn't pay off quite in time for Easter. However, when Mr. and Mrs. Carr returned from a vacation trip to Louisiana at the end of April a check for $100.00 was waiting for Bill and was presented to him by President Anderson at a Monday morning meeting of the Administrative Committee.

The idea was a simple one but it doubles the life of the gears. At each kettle where the gears had been badly worn and would normally have to be replaced, the suggestion provided for reversing the wiring of the motor causing the mixers to run in the opposite direction. The changeover was made in a few minutes and works like a charm, since it makes no difference in which direction these kettles operate.

In April three men received an extra $20.00 for having had five accepted suggestions: Francis Doane — FFJS; Clinton McGowan — FFF; and James Reiser — FCM.

Regular Awards for April

William Carr, FBN	$20
Francis Doane, FFJS	30
Richard Ferris, DPI	20
Louis Gabrielli, FBPM9	20
Anthony Grinavic, FFG	20
William Haggerty, FBY	25
James Hammond, DPRE	25
Daniel Hourihan, DPIF	50
Janet Laber, CE	20
Thomas McDavitt, FBM	20
Irving Munchbach, FBPM9	20
Edward O'Rourke, FBPM9	20
Frank Shumski, FFG	25
Charles Solbo, FBPM1	40
Joseph Watkins, FBPM9	20
Dominic Bright, FFG	5
Edward Carberry, FBN	5
Clinton McGowan, FFF	5
Leon Morrison, FBPM1	5
Walter Pribis, FBV	5
James Reiser, FCM	5
Martin Rosich, FCM	5
Ralph Sweinimer, FBR	5
Edgar Wormald, FBM	5

THE GEAR'S RIGHT THERE. William Carr, Roofing Maintenance, shows Superintendent William Wright the exact location of the suggestion which won for him a special award of $100 last month. His idea was to reverse the wiring of the motor which drives this gear and thus provide a new wearing surface on a gear which otherwise would have had to be replaced.

Bird Club News

At the annual meeting on April 14 Moses Bader, Joseph Coburn and George Shackley were re-elected for three year terms to the Board of Directors. To fill an unexpired term of one year Kenneth Rouillard was chosen. Albert Smith was re-elected Secretary and Gustave Sacre was selected as the Treasurer, replacing Velma Cobb who was not a candidate for re-election.

Art Classes End

Thirty-two people participated in the classes, instructed again this year by the capable Mrs. Helen Pierce. Special emphasis was given to a beginners' class where an enthusiastic group learned basic drawing and sketching and a little about oil painting.

Bowling

The Girls' League ended April 27th with teams No. 6 and No. 4 in first and second place. Nobody succeeded in dethroning Doris Reardon, who continued to hold high single and high three string season records — 118 for the single; 310 for the three string.

Ann Cavanaugh led the girls with a season average of 88.7, followed closely by Doris Reardon with 88.5 and Mary Moylan with 87.6.

No. 1 Box Shop team won the second half of the Men's League with FBM and A teams tied for second place. Roll offs to decide the runner up, and roll offs between the four highest teams in the two halves of the season are being played now.

Men and women will join for the annual banquet to be held this year on May 13 at the 400 Club in South Easton.

Patience

"Most successful show yet," was the verdict of the near-capacity audiences who saw the Neponset Choral Society's tenth anniversary production, Gilbert and Sullivan's "Patience" presented May 1 and 2 at the Walpole High School. Colorful, professionally acted and extremely funny, this show brought four curtain calls at the end as well as hearty applause all the way through. These annual Gilbert and Sullivan performances, sponsored by the Bird Club, have become an institution in the community. Director of the Choral Society and general manager of this production was Leonard Weaver, geologist at Norwood Roofing Plant.

Long Service List

June

Name	*Year*	*Dept.*	*Years*
James B. Maguire	6-23-19	Box Salesman	40
August Petrova	6-23-19	No. 2 Box Shop	40
Samuel J. Steele	6-9-24	Floor Covering	35
Mario A. Boragine	6-9-24	Power Plant	35
James A. Schuller	6-28-29	Finishing Mill	30
Norman J. MacDonald	6-1-34	Office	25
Velma Cobb	6-4-34	Office	25
Lili D. Petroni	6-11-34	Maintenance	25
Vaughan C. Allan	6-13-34	No. 2 Box Shop	25
John H. Murphy	6-18-34	Roofing Sales	25
Oscar M. Lambine	6-1-39	Power Plant	20
Joseph T. O'Brien	6-9-39	Floor Covering	20
Peter Kodis	6-21-39	No. 1 Box Shop	20
John C. Olson	6-5-44	No. 2 Box Shop	15
Agnes Kozlowski	6-8-44	Office	15
Robert L. Nordblom	6-12-44	No. 1 Box Shop	15
Matthew B. Connolly	6-19-44	Floor Covering	15
Eleanora A. Murray	6-19-44	Office	15
William J. Swinnerton	6-21-44	Maintenance	15
Stephen Folan	6-2-49	Roofing	10
Tauno A. Johnson	6-6-49	Paper Mill	10
Margaret Lowerison	6-6-49	Office	10
James F. Hanlon	6-6-49	Roofing	10
James O'Toole	6-6-49	Roofing	10
Frank W. Stanton	6-7-49	No. 1 Box Shop	10
Francis W. Brown	6-9-49	Roofing	10
Hubert H. Heath, Jr.	6-13-49	Floor Covering	10
Anthony L. Buckley	6-1-54	Power Plant	5
John A. Lahey	6-1-54	Floor Covering	5
Eugene A. Hardy	6-3-54	Floor Covering	5
Harold M. Bailey	6-7-54	Military Leave	5
Bruno Giordano	6-8-54	Floor Covering	5
Frank W. Nyborn, Jr.	6-16-54	Floor Covering	5
Caroline Gomes	6-21-54	Office	5

LEWISTON

Jeanette T. Woodward	6-28-54		5

MANCHESTER

Desneiges Duchesne	6-15-54		5

PHILLIPSDALE

Manuel Corry	6-4-34		25
Margaret M. Pierson	6-26-44		15

CHICAGO

Theodore F. Reimann	6-1-49	Salesman	10
Lillian Fuerst	6-7-54	Office	5

SHREVEPORT

Hollis E. Dean	6-4-54		5
Huey M. Young	6-4-54		5
Milton L. Chatman	6-14-54		5

GLENWOOD

Charlie A. Ashley	6-3-49		10

CHARLESTON

George E. Stine	6-1-49	Salesman	10

Retired Worker Dies

Victor Konalski, who retired in 1948 after working 26 years in the Norwood Roofing Plant, died April 23 at his home in Norwood at the age of 81. For many years before his retirement he worked as a checker-driver in the Shipping Department. Funeral services were held April 25 with burial in Highland Cemetery. Surviving him are six children, Mrs. Julia Gay, Nellie, Mary, Adam, John and Brownie, all of Norwood. Brownie works for Bird & Son at the Research Laboratory.

Something for Nothing?

"WE might as well take advantage of it. It won't cost us anything. It's a service the government provides." Heard that comment lately? It's almost sure to be made whenever any community program is discussed which involves the use of federal or state funds.

On school lunches, highways or housing projects you'll hear the same refrain — "We might as well accept the program. It won't cost us anything."

Unfortunately, nothing could be further from the truth. When you turn to the government — federal, state or local — for a service or for cash, you are dipping into your own pocket. Our government does not produce materials or create wealth which it can distribute. It has only one source of income — taxes. And those taxes come sooner or later out of our own pockets.

Some times we pay directly in the form of income taxes or real estate taxes. More often we pay through the hidden taxes which are in the cost of every product or service that we buy. Every company pays a tax to the Federal government on its profits. In order to assure a profit, which is absolutely essential if the company is to stay in business, each company tries to set its prices at a figure which will produce a reasonable profit plus enough more to pay the taxes on the profit. So in the end we purchasers pay the bill. The tax is there in the price of groceries, furniture, cars, gasoline, insurance, motel bills and travel by bus, boat, train or plane.

This year, more than ever before, while Congress debates budget items running into billions of dollars, many citizens are questioning whether we can afford to be so generous to ourselves. First we ask for more and more hand-outs from Washington or our state governments. Then we holler loudly over higher taxes and higher prices, forgetting that we ourselves have caused them by the free (?) handouts and the services we demand from our governments.

Something for nothing does not apply here. The tax bills we are paying will get larger and inflation will continue until the day when enough of us demand that our legislators stop kidding themselves and us, and start reducing government expense and cutting taxes.

Graduation

GRADUATION for 34 maintenance men occurred on April 29 at the Main Office. On that evening each one received from Director of Personnel John J. Murphy a certificate showing that he had successfully completed a course in shop math, blue print reading and shop theory.

GRADUATION. Thirty-four maintenance men received certificates on April 29 from Director of Personnel John J. Murphy indicating that they had successfully completed a course in shop math, blueprint reading and shop theory. The name of Thomas O'Toole (Roofing Maintenance) had just been called when this picture was taken, and Tom steps forward to receive his certificate.

The ceremonies started with the showing of the Bird film "The Story of Bird Roofings and Sidings" in the display room. Then the group went to the temporary Development Engineering quarters on the second floor where William Rogers demonstrated the drafting equipment and blueprint reproduction.

Next on the agenda were refreshments at the cafeteria, followed by short talks by Training Manager Hank Mathieu, and Plant Engineers Robert Holman and Ernest Paciorkowski. Then the certificates were presented by Mr. Murphy, who also gave a brief talk.

There has been a fine response to this class which the men took on Wednesday evenings, entirely on their own time. Several of the students have already requested additional courses next season and plans are being made for such training.

Top of the News

MAIN OFFICE

Roofing salesman, W. B. Harris, recently helped the Builders Service & Supply Co. of Grafton, W. Va. put over a successful sales meeting. The meeting was held in the Parish Hall of the Andrews-St. Paul's Methodist Church in Grafton, the church in which, Bill reports, the first Mother's Day service was held in 1908. Miss Anna M. Jarvis was inspired to promote the idea of Mother's Day because of the long record of service established by her mother, Mrs. Anna Reeves Jarvis, who taught in the local Sunday School for twenty years. Shortly after the death of her mother Miss Jarvis suggested that this church in Grafton be the first to hold a Mother's Day service and on May 10, 1908 the first official service in honor of all mothers was held. In 1910 the first Mother's Day Proclamation was issued by Governor William Glasscock of West Virginia and in May, 1914 a joint resolution was introduced in Congress naming the second Sunday in May as Mother's Day. Andrews Church, Bill tells us, is now established as a shrine of Mother's day.

Welcome to Joan Buck who has joined the Accounting Dept. for the summer.

Two men qualified for the Rubberlike Promotion prizes offered recently in the Floor Covering Division. William Evans, of Alabama, won top spot with his high showing of 196% of his quota on Rubberlike. William Anderson of Florida was second, achieving 121% of his quota.

Welcome to Robert Cashen who recently transferred from the Roofing Mill Shipping Dept. to the Main Office Roofing Sales Dept.

Nancy Kopystenskyz is welcomed to the Roofing Sales Office. Nancy previously worked for the Providence-Washington Insurance Co. in Boston.

Alice Caron of Accounting was one of the outstanding members of the cast of a minstrel show put on in Stoughton by the Century Players of the Immaculate Conception parish. Alice is a charter member of the players.

Sandra Simonelli, a Walpole High School student, is working part time in Roofing Sales.

W. E. Smith, Jr., Sales Service Manager of Roofing Sales, enjoyed a recent weekend trip to Washington, D. C. to view the cherry blossoms.

Gus Sacre of Accounting has just moved into his new home at 65 Prospect St., Norwood.

Sorry to hear that Dave Kennedy is leaving. We shall miss him. To tell him so, a group of his friends gave him a farewell party at the Floral Club on May 7. Dave's new job is with the Signal Manufacturing Co. of Lynn.

Julia Lewis and her friend had a wonderful ten day vacation in Puerto Rico and the Virgin Islands. The bathing was ideal, the weather perfect. Phil Ahlgren and his charming wife helped them enjoy the visit, among other things suggesting that they rent a car and drive to the Rain Forest with its marvelous mountain scenery. Phil is representative for Chrysler Motors and the son of Treasurer, W. C. Ahlgren. Julia also visited a former patient of the Roxbury V. A. Hospital whom she knew when she worked as a Grey Lady. She had quite a time trying to talk sign language with his family. Prices in the free port of St. Thomas made her eyes pop. $1.25 for a carton of non-filtered cigarettes, $1.50 for the filter brands.

John Phelan is another Bird employee doing a good community service as secretary of the Walpole Little League. It's quite a job, lining up these active kids for their games.

Elsie Ahlander has just increased her wealth by the price of a round-trip airplane ticket to Sweden. She held the lucky ticket in a local drawing, but could not take the trip, so pocketed the cash.

Hank Mathieu, who last winter spoke before the Boston Chapter of the National Association of Training Directors, has been made a director of the local chapter.

EAST WALPOLE MILLS

Maintenance

A fast recovery for Joe Emerson who is out with a coronary attack.

An 8½ lb. boy arrived at the home of Donny and Jean Brennan on April 24. Mrs. Brennan is the former Jean Cotton of the office. A Station Wagon is in their future as this is their fifth child.

Pio Colageo is taking on all Maintenance Department billiard champs. We understand he has the table electronically controlled.

A big hand to Bob Ivatts for the swell job he is doing with the Norwood Little League, of which he is the president.

Glad to see Arthur Lloy back to work after a long illness this spring.

Carleton Raymond recently spent a week end sightseeing at the U.N. Building in New York.

Production and Power

Francis Gilmartin and his wife are starting the Power Department vacations by spending ten days in Bermuda.

We welcome George Kenny to the Boiler Room, and hope he likes it here. He comes from North Attleboro.

Several of the boys are getting fish poles ready. Watch out, trout!

GOLDEN WEDDING ANNIVERSARY. Bird & Son retiree, Bartholomew Murray, and Mrs. Murray, 29 Rock St., Norwood, celebrated their 50th wedding anniversary on April 18 by having an Open House for a host of relatives and friends. The Open House was preceded by attending church and a Golden Wedding breakfast at the Iron Horse.

No. 1 Box Shop

Robert Noonan and his wife are the proud parents of a baby boy, Robert, Jr., born last month and weighing 8 lbs. 12 oz. at birth.

Welcome back to Harold Higgins who has been on the sick list for several months. We wish him good luck in his new job.

We also wish Stanley Binkavitch the best of luck in his new job.

We are glad to hear that Supt. Arthur Colburn is making good progress after an operation at the Hahnemann Hospital on Commonwealth Ave., Boston.

No. 2 Box Shop

Our sympathy goes to Joseph Ralkavich whose mother passed away last month.

We also extend sympathy to Nader Kalliel in the sudden death of his mother on April 24.

It has been a month for baby girls at No. 2 Box Shop. The Edward O'Toole's welcomed Mary Ellen on March 31. Next day the Paul Treefuls became the proud parents of Carol Iris and on April 6 a baby girl, Patricia, was born to the Martin Saulens.

NORWOOD ROOFING

The Herbert Davis family has been very much in the news the last few weeks. First Herb's daughter Carol Ann was installed as Vice-President of the Norwood Emblem Club of Elks and then the family moved into their new home at 23 Bournewood Drive, Norwood.

FLOOR COVERING

Two early vacationists at the Flooring Plant are Walter Adamonis to Florida and William Melish to New York.

Robert Wheeler leaves us for military service on May 13. Good luck! We welcome Hendrik Krosschell who is taking Bob's place.

Red Face Department — Did you notice that the picture of the planishing section of the new rotary unit last month was upside down? Most people who knew the department saw the error right away, and lots of others did, too. It's one of those things that never should have happened, but it did. We're sorry.

Good luck to Clyde Bennett who retired at the end of April. He had worked at the Floor Covering Plant since 1923, for many years as an inspector and for the last ten years as assistant foreman in the Rug Border and Finishing Departments. He had recently been in the watch service.

Bill Pratt informs us that Joseph Fabiano's triplets were NOT the first in Bird & Son's history. Bill recalls that in 1936 Joseph Lokitis, then working in Floor Covering Maintenance, became the father of triplets. So we stand corrected. One thing is sure — Joe Lokitis' babies couldn't have been any cuter than Joe Fabiano's three little girls.

SHREVEPORT

Welcome to our new salesman Jack D. Powell in Kansas who replaced W. M. Guice. Guice transferred to the Shreveport office on May 1.

(continued on page 6)

News Briefs . . . .

Local Hospital to Expand

On April 23 the Norwood Hospital presented plans for a four-story addition to the present building. A citizens' committee of 250 from Norwood and surrounding towns was told of the need at a meeting at Hotel 128 and learned of a program which will start soon to raise $1,000,000 by public subscription. Charles A. Sumner, vice president of our Floor Covering Division, is chairman of the fund raising.

Visiting Firemen

On May 26 the Metropolitan Chapter of the Credit Union League of Massachusetts will hold its monthly meeting in the main office cafeteria.

On June 10 the New England Chapter of the National Association of Suggestion Systems will tour the Roofing plant and then have lunch at the main office cafeteria, followed by a business meeting. A presentation of the Bird & Son Suggestion Plan will be made by Secretary E. M. Grout and Investigator Larry Aherne.

Those men who arrived by bus to tour the Roofing Plant and East Walpole Mills on April 8 were members of the American Chemical Society. Week-long meetings in Boston attracted more than 5,000 chemists and chemical engineers from all over the country.

Exchange Ideas

Bird chemists spent part of their time in April sharing knowledge with other technical men. The week of April 6 Director of Research Frank Reynolds and roofing chemist Norman Olson attended the annual meeting of the Building Research Institute at Pittsburgh. As Chairman of the Programs Committee and a member of the Board of Governors, Mr. Reynolds attended the Board of Governors Meeting on April 6.

Then, on April 15 and 16, Mr. Reynolds, Stanley Sallie, James Kemmler and President Anderson and Vice President Chamberlain all attended a technical conference at Montreal with their associates and counterparts in Building Products, Ltd., a firm which was formerly partly owned by Bird & Son.

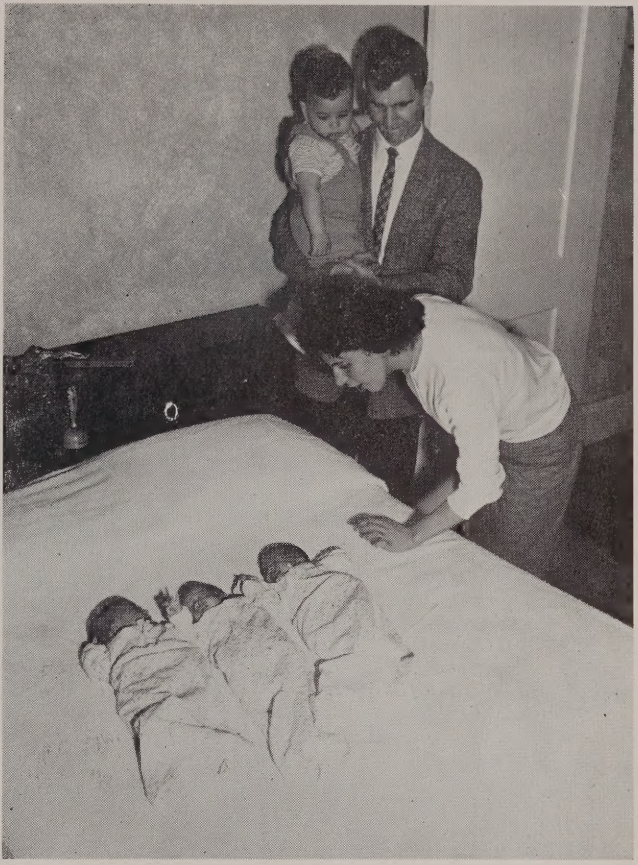
Our 50th State

We are still doing a nice business in Floor Covering in Hawaii, soon to be our 50th state. Cordial business dealings have been going on for years with Valentine Commercial Co., Ltd.; these ties will be further strengthened by the admission of Hawaii to the Union. Mr. Valentine is a wholesaler, with a very loyal group of about 50 dealers scattered throughout the eight principal islands. All Bird floor coverings are sold, the enamel surface products and the new Quality Vinyl being the most popular. We ship by freighter, right from Boston on United States Lines, Isthmian Line or Matson Line. The journey by way of the Panama Canal takes 6 or 7 weeks. Sales Manager A. J. LeBlanc has visited our Hawaiian account and two years ago President A. H. Anderson and Mrs. Anderson were there.

Orthorater . . . . Audiometer

Strange words? They needn't be, if you call at the East Walpole Plant Hospital and ask about them. These are the two machines for testing vision and hearing. The orthorater we have had for some years. It is available to Massachusetts employees for the asking at any time.

the triplets are home!



HERE THEY ARE, Nancy, Jean and Linda, with their mother, Marie, bending tenderly over them and Daddy, Joseph Fabiano, and one year old Jimmy proudly watching. The tiny girls grew fast during their 5-weeks stay in the hospital and now after a few weeks at home have about doubled their weight — 7 pounds each.

Likewise the audiometer, which tests your hearing. This is a recent addition to the hospital equipment. Both machines are used regularly in testing all new applicants. If you already work at one of the Massachusetts plants or offices and would like your vision or hearing checked, make an appointment by calling line 279. You can then take the report to your own doctor for advice if a further check is indicated.

Pooling Our Resources

People are still calling us about how to use our roll roofing as liner for swimming pools. A man in Lynnfield phoned us recently for instructions, saying he had seen a friend's pool in Topsfield which used our material.

Among other aids, we sent him a copy of the August 1951 Review, which had a story about Joe and Francis Nevins' pool they built in East Walpole, using the company's product to line the pool.

* * *

Popular Singing Star on Radio for Bird & Son

SINGING FOR BIRD. Popular star of radio and TV, Danny Costello, rehearses a number for the Bird Vinyl Show with Tony Mottola, whose famous band accompanies Danny on his Monday, Wednesday, Friday show.

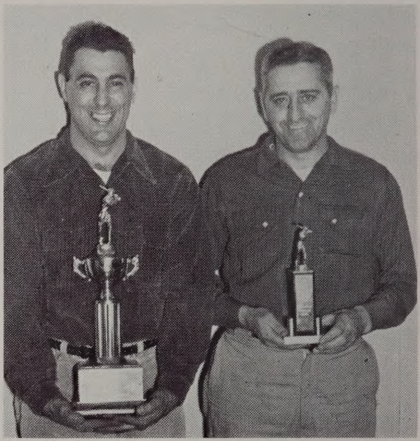
HAVE you heard him yet? The popular singing star of TV, radio and Coral Records — Danny Costello — is on radio for Bird Vinyl Floor Coverings three times a week in Boston, Springfield, New York and Philadelphia. The five-minute spot is heard locally on Mondays, Wednesdays and Fridays on WEEI in Boston at 5:10 P.M. and WSPR in Springfield at 4:55 P.M. There's pleasant chatter, a song by Danny, such as his newest recording "Paper Doll," and then the Bird commercial promoting the wonderful colors, the gay designs and the smooth, easy-to-clean surface of Bird Vinyl Floors.

Danny came to East Walpole and Norwood to see Bird floors for himself, one day in April. With Ted Aber, advertising and sales promotion manager as guide, Danny met Bird executives, toured the plant and caused quite a stir in the feminine hearts throughout the office.

A young man blessed with good looks, a warm personality and a fine voice, Danny Costello is one of the outstanding young singers of today. He just recently was headliner at Blinstrub's in Boston; shortly before that he was the feature singer on the television spectacular "Accent on Love" for Pontiac Motors with Ginger Rogers, Louis Jourdon and others. For many months he alternated with Pat Boone on the Arthur Godfrey show. A few years ago he was well on his way to becoming a top baseball star when he suffered a muscle contraction break while under contract to the Pittsburgh Pirates. That put an unfortunate end to his sports career; but Danny turned immediately to his second love, singing, which he had enjoyed ever since he did his first singing as an eight-year old choir boy. In addition to his many club dates — Buffalo's Town Casino, the Carousel in Pittsburgh, 500 Club in Atlantic City and many others — Costello is available for appearances at Bird Boosteramas or other large shows which Bird dealers might schedule.

This radio program is the second of our three major advertising programs for the year. The first, mentioned last month, is our national advertising in the Saturday Evening Post. The third is a participation show on Bert Parks' famous County Fair TV Show. Here Bird floor coverings are featured among the prizes each Tuesday on a nation-wide hook-up that includes 163 NBC stations. Locally this show is carried on Channel 4.

"BIRD VINYL IS TOPS," says Danny Costello who came to the plant in April and saw for himself how the product he promotes is manufactured.



SMILING CHAMPIONS pose with trophies won by the Bird & Son Softball Team last summer. Captain Tappy Venterosa holds the trophy in the Round Robin League, donated by the Norfolk County Trust Company, and Chairman Nick Ferrara displays the Norwood Industrial League trophy donated by Town Square Hardware.

Top of the News

(continued)

PHILLIPSDALE

Mr. and Mrs. Al Dyson have just returned from an enjoyable vacation in Miami.

About 140 people at Phillipsdale took advantage of the free chest x-ray made available at the plant.

We are glad to see Edgar Vatcher back after his skating accident.

Roland Forand has enlisted in the Army. We wish him lots of success.

The Russell Olneys are moving into their new home in Seekonk.

BIRD & SON inc.
Established 1795

E. Walpole, Mass.

Return postage guaranteed

BULK RATE
U. S. POSTAGE
PAID
East Walpole, Mass.
Permit No. 1

BIRD
NEPONSET
REVIEW

JUNE 1959

Termite Barrier

Promotions

New
Construction

Our Red Rivals

Standard
of Living

Vol. 47 No. 6

1910

1959

Why Our Standard of Living Constantly Improves

WE HEAR A GREAT DEAL nowadays about "standards of living." We hear that we in the United States have the highest standard of living of any people on earth. Just what, on earth, is a standard of living?

Actually, it's very simple. It's fried chicken, mashed potatoes and gravy for dinner instead of a bowl of cabbage soup. It's having a sharp-looking sports jacket for leisure wear instead of a threadbare suit. It's having a television set to watch in the evening instead of sharing a tattered newspaper with the neighbors. A standard of living is most of the things you and I take for granted; because we work for them under a system which, by trial and error, has been found to be the best so far invented.

But this system, like any other invention, has to be maintained and improved, otherwise it gets out-of-date and breaks down. Ever compare a 1910 telephone with the one at your elbow?

There's only one way to maintain and improve the system under which we live and prosper, and that's constantly to revitalize it with some of the stuff it produces, and what our system produces is money.

After all the operating expenses of our system have been provided for — raw materials, supplies, wages, salaries, taxes etc. — then a little something (it's called capital) must be fed back into the system itself. If this isn't done — well, friend, take a look at that 1910 telephone.

Photos — courtesy N. E. Telephone & Telegraph Co.

BIRD NEPONSET REVIEW

Vol. 47 No. 6 June 1959

Member of Mass. Industrial Editors Association and International Council of Industrial Editors, Inc.

Published for the employees of Bird & Son, inc., and their families.
Editorial Office at East Walpole, Mass.

EDGAR M. GROUT, Editor JOHN J. MURPHY, Adviser
KENNETH W. PIERCE, Photographer

ON THE COVER

EAGER FISHERMEN go after the trout in the newly-stocked Bird Park swimming pool. This popular annual event of the Tri-Mill Sports Club never fails to draw a crowd.

INSTALLING BIRD TERMITE AND VAPOR BARRIER at the new Bowlaway now under construction in East Walpole on Route 1. The insect and moisture barrier is laid on the ground, polyethylene side up, before cement is poured. Chief chemist S. H. Sallie checks the work.

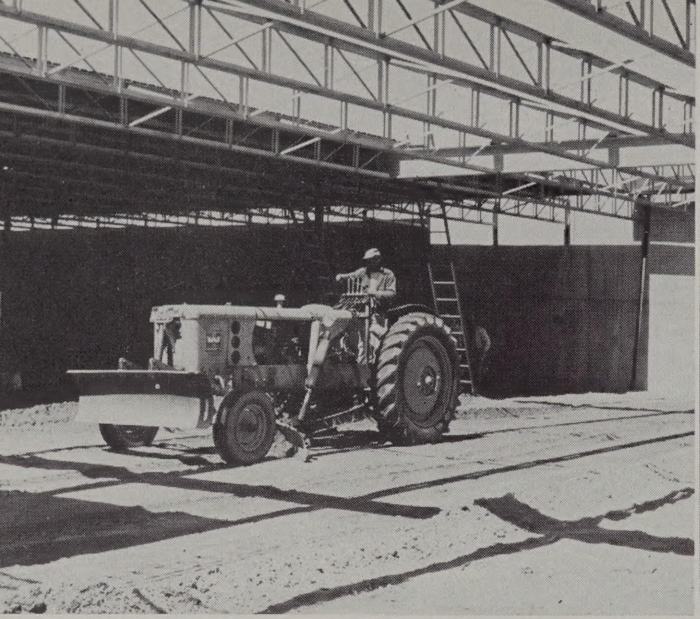
Local Bowling Alley Uses
BIRD TERMITE and VAPOR BARRIER To
BAR TERMITES AND MOISTURE

BIRD Termite and Vapor Barrier, developed by Bird Research Division and first introduced as TERMIBAR last year, has just been installed under the floor of East Walpole's new bowling alley, Hy-Way Bowlaway. This is one of the largest local installations yet made. It will protect over 17,000 square feet of expensive hard maple floor on the alleys from termites and moisture.

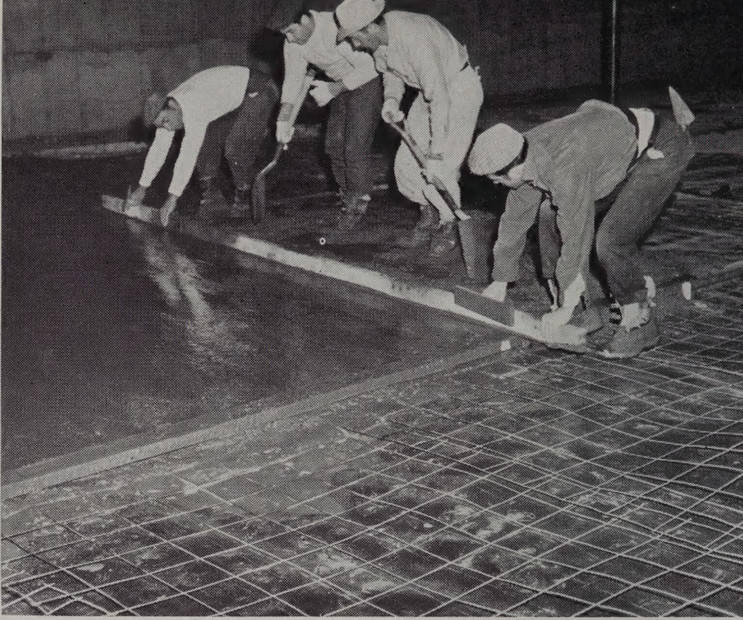
First the earth was leveled with a grader, after the side walls of the building had been put up. Then Bird Termite and Vapor Barrier was laid on the earth, the dieldrin insecticide saturated side down, and the material brought up 6 or 8 inches along the side walls, to form a tight seal. Over this moisture-proof, termite-proof barrier the cement floor was poured, on top of which the expensive wooden floor was laid. Termibar Caulking Compound, also by Bird, is used to seal openings around building columns and pipes aginst termites.

"Bird Termite and Vapor Barrier is just what I was looking for," says John Lanzoni of Lee-Lan Sports, Inc., the corporation which owns Bowlaway. "It gives the sure protection we want against both moisture and damage by insects." The building was constructed by Lee-Lan Company of Norwood, builders, operated by Lanzoni Brothers, contractors. Mr. Lanzoni expects the establishment to open in July.

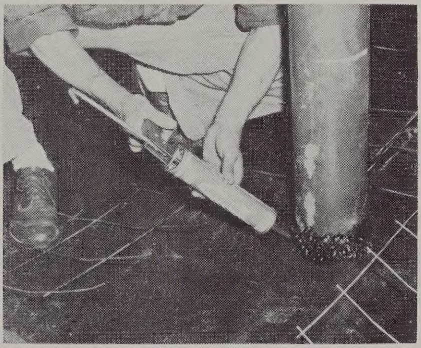
More divisions of Bird & Son are involved in the production and sale of this product than any other product we manufacture. The felt is produced at Phillipsdale and shipped to Louis DeJonge of Fitchburg, Mass. where a polyethylene film is laminated on one side. Then the rolls are returned to



NEARLY HALF AN ACRE of valuable hard maple flooring will be protected against termites and moisture when Bird Termite and Vapor Barrier is installed here. The first step in the process is to make the earth level and to remove old discarded pieces of lumber which would attract termites if left on the ground.



APPLYING THE REINFORCED CEMENT FLOOR at the bowling alley. Bird Termite and Vapor Barrier is on the bottom, then the metal for reinforcement and finally the cement which the men here are levelling.



NO CHANCE FOR TERMITES OR MOISTURE to enter here when the areas around the posts are tightly sealed with Bird Termibar Caulking Compound.

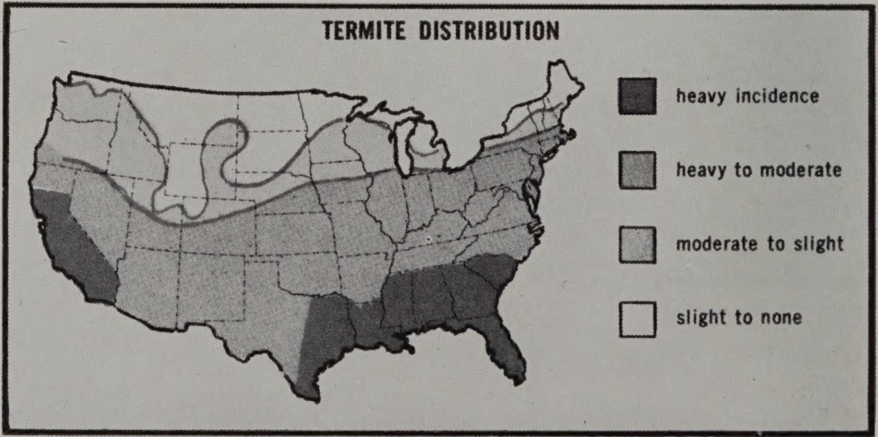
the Norwood Floor Covering Plant for carefully controlled saturation of the opposite side with a heavy oil containing fungicide and dieldrin. Dieldrin, a product of Shell Chemical Corporation, is a powerful insecticide which kills termites by contact, by vapor action or by being eaten. After saturation and packaging the product is sent to the warehouse at Norwood Roofing for shipment. Sales are handled through the Building Materials Sales Division.

Termites Spreading North

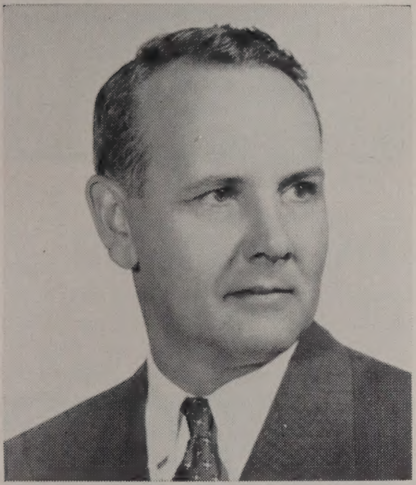
Moisture has always been a problem for builders, particularly now that so many houses are being built on slab foundations. Not generally realized, is that termites, wood's deadliest enemy, are found in all states of the United States south of the Canadian border. Termites are travelling north from the more heavily infested southern states. There are known colonies in Walpole, and several of our local people have previously had termite eradication work and repairs to structure on their own homes. Long Island has been very badly hit. Chicago has many areas in which serious damage is being done. Of course, our plants in Louisiana and South Carolina are in the center of heavily infested areas.

Bird Termite and Vapor Barrier is becoming a must for all new construction in badly infested areas and a wise precaution to use in other areas. Minimum building standards of the FHA now coming into effect require the use of dieldrin or other adequate prevention means in new homes in all areas of very heavy infestation. FHA local authorities may also require its use in moderately infested areas, if local conditions are bad.

The Advertising and Sales Promotion Department is at present conducting market tests of Bird termite killers in a large southern city to determine what the market potential is for sales through regular retail outlets to do-it-yourself home owners. Smaller rolls of Bird Termite and Vapor Barrier are being tested along with the Caulking Compound and a liquid Bird Termibar Termite Killer. This liquid product is also undergoing extensive tests at Gulfport, Mississippi by the U. S. Department of Agriculture.



Bird Engineer Is National President



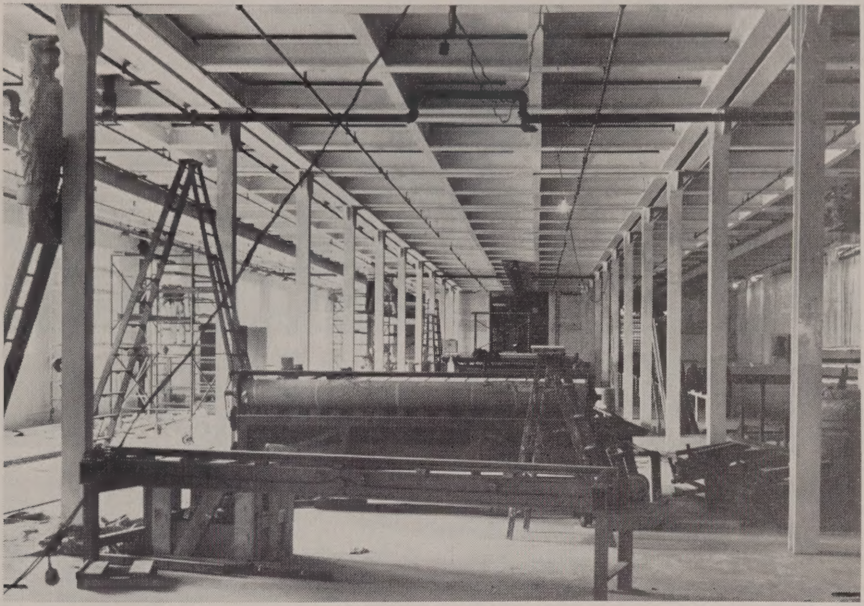
ON June 11 Stephen C. Traudt, assistant director of Industrial Engineering was elected national president of the American Materials Handling Society. Steve has been very active in this Society for a number of years.

Back in 1954 he was chairman of the program committee of the local New England chapter, becoming vice president of the local chapter from 1955 to 1957. His first national office was as director in 1956-57 representing the New England Chapter. He became a regional vice president, 1957-1958 and national secretary, 1958-1959. By his work with Bird & Son and in this Society, Steve has become a national authority on materials handling. He is frequently asked to speak on this subject before technical groups.

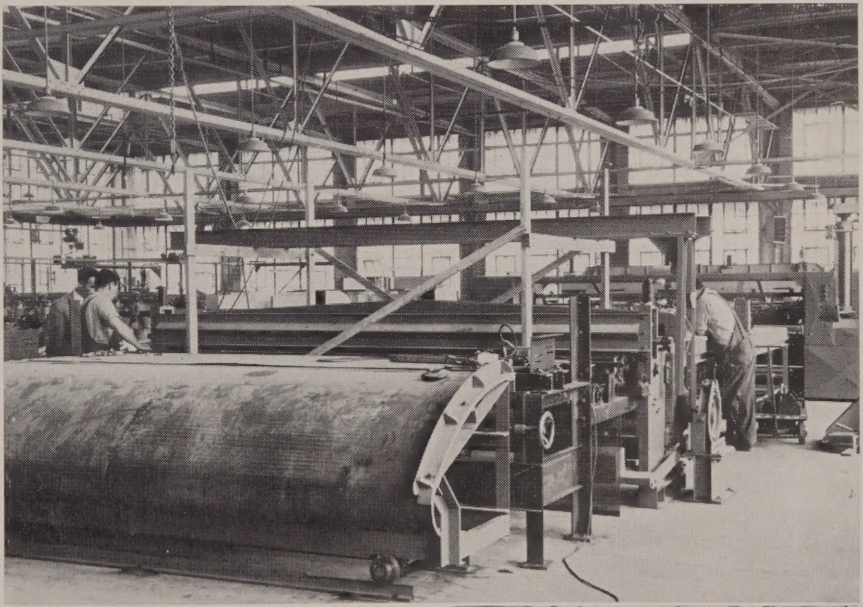
Recipe for Success

Be polite, prepare yourself for whatever you are asked to do, keep yourself tidy, be cheerful, don't be envious, be honest with yourself so you will be honest with others, be helpful, interest yourself in your job, don't pity yourself, be quick to praise, be loyal to your friends, avoid prejudice, be independent, interest yourself in politics and read the newspapers. — Bernard M. Baruch

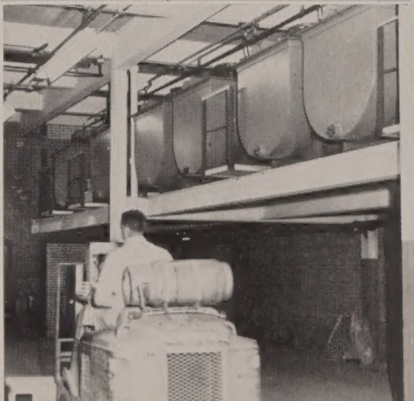
Construction of Floor Covering Unit Nears Completion at Norwood



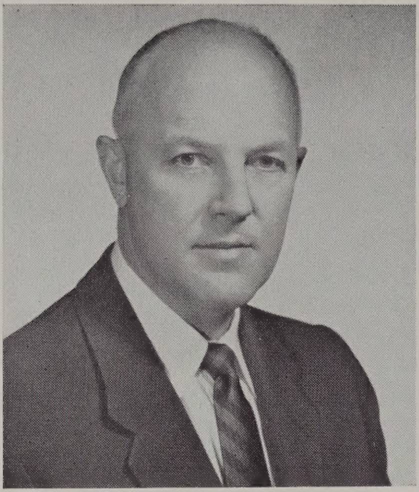
FINISHING OPERATION for yard goods made on the new Rotary Machine will be carried out in this area which is now nearing completion. The material will be fed from the old Finishing Room at the far end and inspected and rewound on the machine now being installed in the foreground.



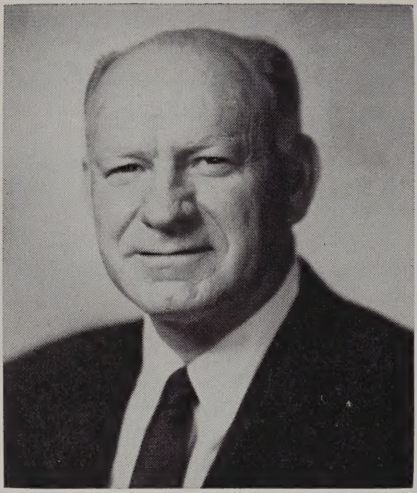
RUG WINDER and inspection table now under construction in the old No. 4 Machine Room. It is here that the big 12-foot-wide rugs will be processed.



THESE MIXING TANKS for coatings for the new Rotary Machine are now in use. The motors operating this equipment are on the floor above. The new Rotary Machine is being installed in the big room just the other side of the far wall at the rear of the picture.



Rogers Weed, Jr.



J. Douglas Johnston

Robert F. Jenkins

Rogers Weed Jr. Named Executive Assistant

Douglas Johnston, Robert Jenkins and Thomas Blanchard also Promoted

ROGERS WEED, Jr., who was appointed executive assistant to the vice president of the Building Materials Division on June 1 has been with Bird & Son since 1927. Replacing him as eastern manager of this Division is J. Douglas Johnston, formerly southwestern manager at Shreveport, and named in Mr. Johnston's place as the new southwestern manager is Robert F. Jenkins.

Eastern Manager Since 1956

Mr. Weed has been eastern manager of the Building Materials Division since March, 1956. His progress in the division to this post has put him in years past in charge of several important sales functions. From his first post as a sales correspondent, right after graduation from Harvard, he became a member of the sales force from 1928 until named sales service manager in 1930. His next promotion was as head of the Northern Division in 1938. In January, 1951 he was named to the position of assistant to the vice president and in March, 1956 to eastern manager.

Mr. and Mrs. Weed live in Dedham. Their youngest child, Virginia, attends Bennington College; a son Rogers Weed III graduates from Yale in June and then enters military service; Marcia is married to Robert Haas and lives in Washington, D.C. The oldest daughter, Patricia who holds a master's degree in French from Yale and who is a Smith College graduate now teaches French at Wellesley College.

Thirty-two Years of Service

J. Douglas Johnston is another roofing sales veteran who knows the products and Bird sales policies through 32 years of company service. He, too, joined the company as a sales correspondent in 1927 after graduating from Colby College. After 14 years as a salesman in the Cape Cod territory he became eastern division manager in 1943. Eleven years later, in January, 1954 he was appointed southwestern manager with headquarters at Shreveport. It is from this position that he now transfers to eastern manager.

Although born in Edgecomb, Maine, Doug Johnston spent most of his youth in Norwood, Mass., graduated from public schools there and from Colby College in 1927. It was at Colby, in Waterville, Maine that he met the future Mrs. Johnston. They have two children, John, Jr., who sells for Minnesota Mining and Manufacturing Co. in New York City, and Dorothy Hatch who lives in Scotland where her husband is a Lieutenant in the Air Force.

Southwestern Manager

Robert F. Jenkins, new southwestern manager, was born in St. Louis, Missouri but moved at an early age to Shreveport. Educated at Centenary College, Shreveport, he had worked for Western Union Telegraph Company before joining the Shreveport office as a sales correspondent in February, 1939. He was later a salesman and then became sales service manager in 1940. From 1942 to 1946 he was a First Lieutenant in the U.S. Signal Corps, serving in France and Germany. Returning to the sales service manager's desk at Shreveport, he was named assistant sales manager in August, 1946. He was promoted to sales manager of the Southwestern Division in 1948 and has served as sales manager of the Gulf District since April, 1956.

Mr. Jenkins married Margaret Fletcher of Shreveport. They have two daughters, Ellen, 14 and Cathy, 12.

Thomas D. Blanchard

T. D. Blanchard Is Gulf District Manager

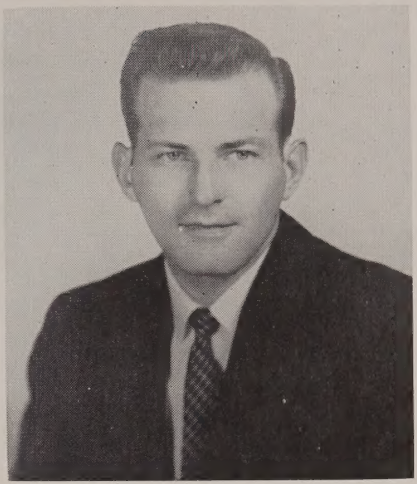
Through the Shreveport office announcement has been made of the appointment of Thomas D. Blanchard to succeed Mr. Jenkins as sales manager of the Gulf District. Like Jenkins, Thomas Blanchard is a graduate of Centenary College. He had previously attended high school at Marshall, Texas.

Right after graduating from college he worked for an oil company for two years, then joined a roofing contracting firm selling Bird roofing from house to house. On July 15, 1938 he joined Bird & Son as a division inspector. In September, 1941 he was assigned to the Baton Rouge territory where he stayed until entering the Navy in December, 1942.

Returning to civilian life in 1945, he was sent to the Houston, Texas territory where he has remained until his appointment on June 1 as sales manager of the Gulf District.

Tom Blanchard married the former Vivian Smylie of Shreveport. They have one son, Gordon, 5. Tom still keeps up his interest in football and baseball, especially the latter which he played in both high school and college.

Robert Zobel Named Office Manager at Charleston, S. C.



Robert H. Zobel

WHEN Raymond Marston resigned to accept a position with an insurance company in Charleston, Robert H. Zobel was named as his successor.

Charleston's new office manager is a graduate of Porter Military Academy and The Citadel at Charleston. His first assignment after graduation was as an intelligence officer with the U. S. Air Force. Returning to civilian life in 1956, he became the business office manager of the Medical College Hospital in Charleston. He resigned from this work to join Bird & Son's Charleston office in March, 1959 as assistant to the office manager.

How to Report an Auto Accident

You never know when you may be involved in an automobile accident. There's a right way to report such an accident to protect yourself from an unjust claim. "Even in the case of a minor accident," says E. H. Schroeder, Vice President in Charge of Claims Dept. of the All State Insurance Company, "don't trust the other driver. Report it to your insurance company as soon as you can."

Here are the three steps for proper reporting of an accident suggested by Mr. Schroeder:

1. Carry your insurance identification card, an accident report blank and a pen or pencil in your car where they will be handy at all times. Blanks are available from your insurance company.
2. Make a written report of what happened on the spot. Get the facts: Names of persons involved, witnesses, directions cars were travelling, condition of the road, etc. Diagrams and photographs can be very helpful to the insurance company handling your claim.
3. Report every accident to your company immediately by 'phone. Even if you don't think the accident is covered, even if you are driving a borrowed car, even if you don't think a claim will be made against you and whether you are to blame or not, play it safe and report every accident.

In addition, it is wise to report every accident to the local police. It is essential to report to them if anyone has been injured.

Speed was blamed for more than 40 per cent of the traffic deaths and injuries in the U.S. during 1958.

SAFETY AWARD, held by J. D. Johnston and B. P. Soward was made by the Asphalt Roofing Industry Bureau to the Shreveport Plant for a reduction of disabling injuries in 1958. Left to right: Claude Ragsdale, Dude Davidson, Dale Adams, D. L. Oliver, Frank Markham, George Walker, William Winkler, B. P. Soward, Willie Smith, J. D. Johnston, Philip Johnson, N. R. McNeill and A. C. Sheppard. Other safety committee members off duty at the time are Jake Brown, Huey Humphrey, C. F. Chandler, Clayton Cobb, Elton Bamburg, Malvin Barnett, Cephas Myers and Wylie Walden.

Shreveport has also received a similar award from the National Safety Council.

OUR RED RIVALS

By Harold Mansfield

With this issue we begin publication of a series of articles written by the director of public relations of the Boeing Airplane Company of Seattle. Mr. Mansfield visited Russia last year as a member of a delegation sponsored by the International Council of Industrial Editors. Before making the trip he learned the Russian language in order to make a better first-hand evaluation of Russia's efforts to surpass America industrially.

© Harold Mansfield

I

YOU enter Moscow with misgivings. The thousand questions stored in your mind . . . Will they be answered? The night about you . . . Will it be friendly? The silent, big-shouldered driver of the black Zim limousine that is bringing you from the airport up the dark Moscow River into the city. How does he think?

Impressive facades of brightly-lighted buildings loom along the boulevard. You try out your Russian: "New apartments?"

"Da," says the driver.

"Much progress here."

"Da, da, da." You can feel the quick pride that is tongued in that triple yes. You imagine you have already touched the keyword that is moving the Russian people: "Progress."

Two and a half years ago, you pondered the speech made by N. V. Khrushchev at the Soviets' first Communist Party Congress since Stalin's death. Said Khrushchev then: "The principal feature of our effort is the emergence of socialism from the confines of one country and its transformance into a world system. The internal forces of the capitalist economy are working toward its downfall, while the Communist economy is steadily rising toward *its goal of proving itself to the world and transforming itself into a world system through peaceful competition.*"

" . . . Through peaceful competition." A sober challenge and a threat, aimed directly at the industrial heart-stream of America and the West. Not just defense industry, charged with the task of exceeding Soviet ingenuity in arms, but all industry and business.

Now Khrushchev has been running the show long enough to reveal how he intends carrying out his program. Could he possibly win this race for industrial supremacy, and with it his sweeping political aims? You are here to investigate.

In the days that follow in Moscow, Leningrad, Kiev, Kharkov, between supervised tours and plant visits, you prowl the streets on your own, anxious to meet and talk with workers and citizens. You find them surprisingly friendly. Using your fractured Russian in impromptu conversations, you try to sense the mood and the spirit of the people. You form some impressions.

Proud and Sensitive

Russia has a serious look on its face. It is a drab, purposeful, working civilization, in open-collared shirt. Its people are proud and sensitive, self-conscious about their long isolation from the West, hurt by its scorn. They are hungry for the world's esteem, and intend to win it.

"Russians are not barbarians," says a young school teacher, neat in simple skirt and wool sweater. With a slight, quick toss of blond hair and a flick of manicured fingers she adds: ". . . as you can see."

You ask a female guide if a luxurious train between Moscow and Leningrad was not German-built before the war, which it was. She is affronted. "Do you think it's too good to be Russian?"

Somehow you feel that this psychology helps explain the daring push to launch the sputniks, the jutting of astonishing white multistoried towers, nineteenth-century "monumental" in architecture, out of the otherwise flat, grey Moscow skyline. It helps explain, too, the ornate subway stations under the streets. Marble-columned, sculptured and chandeliered, they appear at once an effort to outdo the splendor of the czars, and an installment on a future-day communist millennium.

Dream of the Future

Communism exists on the basis of a great hope, a hope kept alive by show of progress, and contrasted sharply with a depressed people's past. The people go along with the objective, little complaining if it is still out of reach. They have set out on an enterprise and intend to prove they can make it go. They have lived with the system long enough now that most take it for granted, much as Americans take theirs for granted.

But the communist "millennium" is a dream. The country is poor. The government knows this and has had to take things in their order, first heavy industry, next trucks and tractors, then busses and subways for public transportation, now apartments. Everywhere you see new apartments being built like mad, thrown up by brigades of mainly unskilled men and women; uninspired, square-walled masonry buildings, each a replica of the last.

By the thousands, the people are moving into these apartments from dingy places on back streets. They still offer only minimum living. You suddenly realize why they looked so dazzlingly bright that first night. No curtains. Frugally furnished, they house often two or three people to the 10-by 16-foot room. But "they're much better than what we had," the occupants tell you.

"We'll Catch Up"

It's the progress that keeps the people going. Press and radio recite it daily. Colored charts in public buildings display it. Progress toward a goal. And always a promise. Tomorrow, refrigerators and automobiles.

You ask a worker, unshaved and in crumpled clothes: "Do you think a man with a five-room house, a car, a television set, electric refrigerator and washing machine is rich?"

"Da," he nods.

"Do you think the average American worker has these things?"

"I don't know."

"He does. Do you think the Russian worker will have them?"

"I don't know. We hope."

You ask another, better dressed, the same question.

"Da," he answers. "We will catch up with America."

(To be continued)

Salesman Hixon Gets Special Award

FOR suggesting an improved packaging design for Super-Bilt Shingles, roofing salesman John Hixon of the Eastern Division received a special award of $20 last month. This was the only special of the month but eight men reached their fifth consecutive successful suggestion and were awarded an extra $20:

Dominic Bright, FFG
Augustine Brown, FFT
Daniel Hourihan, DPIF
Thomas McDavitt, FBM
Donato Marrollo, FBI
Carleton Rafuse, FFG
Frank Shumski, FFG
Vernon Stromberg, DPRE

Regular Awards

Russell Blake, FBF	$20
Augustine Brown, FFT	20
Frank Brown, FBPM9	25
Nemus Cianfarani, FFF	20
Thomas Concannon, FBV	20
Len Edwards, FCQ	20
William Fitzgibbons, FFDA	20
John Green, FFM	20
Clarence Hagman, FFW	20
Daniel Hourihan, DPIF	80
William Jarrell, FKW	20
Robert Jewell, FBV	20
Thomas McDavitt, FBM	20
Daniel Marolda, FFF	20
Donato Marrollo, FBI	25
Lawrence Massey, DPP	20
Neil Nicholson, FBPM9	20
Allen Perkins, DPI	20
Carmino Sirignano, DPV	20
James Smith, FBPM1	20
Charles Solbo, FBPM1	20
Ralph Sweinimer, FBR	20
Dominic Bright, FFG	5
Robert Clark, FFG	5
John Dearnaley, FBM	10
John Donohue, FBPM1	5
John Hixon, CEE	5
William Jenkins, FKPM1	5
George Jobin, DPRE	5
Robert McColgan, FFM	5
June Murphy, CEW	5
Carleton Rafuse, FFG	10
Frank Shumski, FFG	5
Vernon Stromberg, DPRE	5
Roger Sylvestri, FBPM5	5
Stephen Tomaszewicz, FBD	5

WINNERS IN TEXAS. Walter W. Wright, Western Field Manager, (center) proudly presents a plaque to G. L. Ross, President of Special Products, Inc., Ft. Worth Texas, for being the distributor with the highest percentage of quota attained in a recent contest. A dinner at the Ridglea Country Club, Ft. Worth, preceded the presentation. Left to right: Joseph Rogers, Dallas area salesman, John Meyer, Ft. Worth area salesman, Mr. Wright, Mr. Ross and Fred Jakel, Bird & Son salesman in Texas.

Space Travel for Your Whole Family

LOOKING for an interesting but different excursion for your family? Try the Charles Hayden Planetarium at Boston's Museum of Science.

Here in a darkened, high-domed room a realistic night sky twinkles above you, framed by the familiar Boston-Cambridge skyline. In forty-five exciting minutes you travel from Boston to the North Pole, the tropics and back. The journey is made more realistic by appropriate sound effects and, no matter what location is being shown, each star overhead appears in exactly the right spot for that portion of the hemisphere and with the correct degree of brightness.

The amazing machine which projects these thousands of stars in the $1,000,000 Hayden Planetarium was built by two brothers from Chicopee, Frank D. Korkosk, Director of the Springfield Museum of Natural History, and John J. Korkosk, Manager of the Chicopee Electric Light Department. The big projector is more complex than any previous one and so marvelously built that the stars even appear to twinkle as they do in the actual night sky.

No longer do Massachusetts residents have to travel to New York or Chicago to view the wonders of a planetarium. It is right here on the banks of the Charles River and can be seen as follows: Tuesday through Friday at 11:00 A.M. and 3:00 P.M. Saturdays 11:00 A.M., 2:00 and 3:30 P.M. Sundays 1:30, 2:45 and 4:00 P.M. and Friday nights at 5:30 and 8:00 P.M. Admission is $1.00 for adults and 50¢ for children under 12. An additional fee of 50¢ for adults and 25¢ for children under 12 admits you to the other parts of the museum.

Junior Achievement Ends Most Successful Year

WINDING up its third and most successful season in Walpole, the local Junior Achievement chapter held a dinner and special ceremonies at Motel 128 on May 28.

Joanne Rowe, a Junior Achiever, presided, introducing the speakers who included President A. H. Anderson of Bird & Son, Ronald Sager of Bird Machine, Karl Gelpke of Kendall Mills, Edward Delaney, selectman and chairman of the Walpole J. A. Committee, W. E. Smith, Jr. co-chairman and several other town and regional J. A. officials.

Merritt Clegg, executive director of Junior Achievement for this area, announced at the close of the evening the delegates to the national conference at the University of Indiana in August: Lawrence Campbell, Donald Light and Dorothy Rogers. Campbell's mother, Alice, works in our Sales Promotion Department.

Three J.A. companies operated in Walpole this past year, sponsored by a number of local firms including Bird & Son. Bird & Son employees serving as advisers were W. E. Smith, Jr., Earl Boyden, Carroll Homan, Elizabeth Gleichauf and Vic O'Sullivan.

Remember that your eyes and brain have their own speed limits. Your ability to see and recognize hazards diminishes as your speed increases. Above 60 m.p.h., your side-vision is severely limited. Concentrate on adjusting your speed to changing road and traffic conditions.

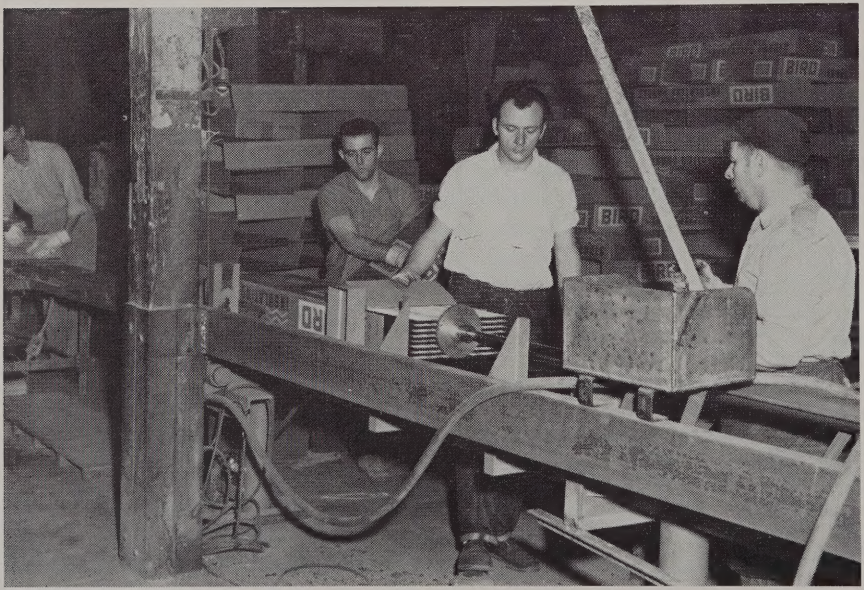
Cases Made at No. 1 Box Shop Protect Bird Insulating Siding

BIRD CASES for Bird Insulating Siding are here being fed through the automatic taper at No. 1 Box Shop by Agnes Fraser. This is the final step in the box making process which follows the printing and slotting of the cases from board which was made at the combiner out of paper produced at the East Walpole Paper Mill.

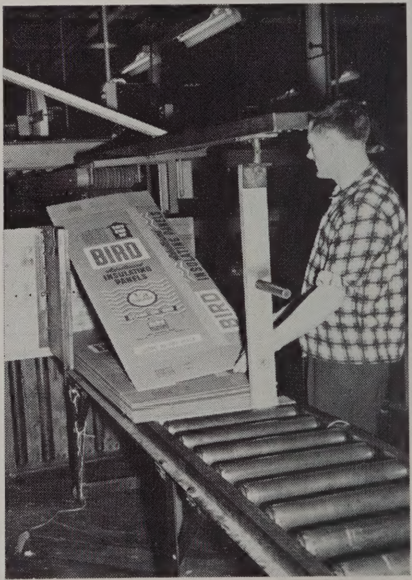
The new packages are stronger, more attractive

CORRUGATED cases, by Bird naturally, are now carrying packages of Bird Insulating Siding to dealers. The new packages are printed in large, eye-catching blue lettering, so that singly or in groups, they promote Bird building products to all who see them in dealers' warehouses, on trucks or at the job site.

The package is also much sturdier than the old wrap, affording protection against damage in transit. The boxes are made at No. 1 Box Shop from paper produced at the East Walpole mill. After being printed, slotted and taped, they are shipped flat to No. 7 Siding Machine at the Norwood Roofing plant where they are set up and used as needed.



PACKAGING BIRD INSULATING SIDING at the Roofing Plant. Setting up the boxes and operating the packaging machine are left to right: Richard Gulla, Louis Corbeels and Andrew Kaminskas. At the far left sealing the end of the case is Rene Deryck.



SIDING CASES all taped and ready to be tied into bundles by Coleman Conroy for shipment to the Norwood Roofing Plant.

H. S. Hanna, Retired in March, Dies Suddenly at New Harbor, Maine

HOWARD S. HANNA, who retired as purchasing agent March 31 of this year, died suddenly of a heart attack at his home in New Harbor, Me. on May 22. He was 65 years of age.

Mr. Hanna entered the Bird & Son Office at Chicago in 1920, serving there for many years in the Cost Department and as auditor. In 1936 he transferred to East Walpole as eastern assistant credit manager of the Bird Finance Corp. Later he served as assistant to the treasurer, becoming purchasing agent in January, 1941. He will long be remembered for his excellent business judgment and his unfailing sense of humor.

In addition to his service with Bird & Son Mr. Hanna was active in the community, serving several years as a selectman for Walpole and for a three-year term on the Appropriation Committee, one year as its chairman. During World War II he was chairman of the Committee on Public Safety organized under Civil Defense. He was a member of the National Association of Purchasing Agents.

Surviving him are his widow, Welthea Smith Hanna, formerly secretary to the treasurer and assistant secretary of the corporation of Bird & Son, inc., a daughter, Mrs. Ruth Burney of East Andover, N.H., a son, James, of Jacksonville, Florida and three sisters and a brother.

Other Recent Deaths

JAMES F. McLEOD, 26 Walcott St., Readville, died suddenly on May 17 at the age of 71. He retired from the Roofing Shipping Dept. in December, 1955. Almost all of his Bird & Son employment had been in this one department. He came to the Roofing Plant on No. 1 Machine in April, 1942 and a month later transferred to Shipping. He is survived by five children — James, Jr. of Orange, Mrs. Doris Duemmling of Dedham, Mrs. Catherine Welliver of Readville, Mrs. Helen Citrone of Hyde Park and Robert of Astoria, Oregon.

JOHN J. JANUSAITIS, 37 Dean St., Norwood, died May 19 in his 79th year. He began work at the Floor Covering Plant of Bird & Son in April, 1924 and for most of his working life was a member of the Rug Border Dept. from which he retired 10 years ago in June, 1949. He is survived by five daughters — Mrs. Annie Tarutis, Mrs. Florence Rei, Mrs. Mary Boyden, Mrs. Ellen Eagles and Mrs. Patricia Savage and one son, William, who works as a supervising inspector at the Floor Covering Plant.

OSCAR L. ROBILLARD, 4 Hartford Street, Bellingham, Mass., died suddenly on May 9. He worked briefly at the Shell Department at Floor Covering when he first started with us in December, 1942. From January 25, 1943 he worked as a paper inspector out of our East Walpole Laboratory until made a laboratory technician in January, 1953. Funeral services, held May 12 in Bellingham, were attended by a number of his Bird & Son friends. He is survived by his wife, Jeanette; a daughter, Patricia who is a Senior in high school; his mother; one sister and three brothers.

Plant Tour for Suggestion Officials

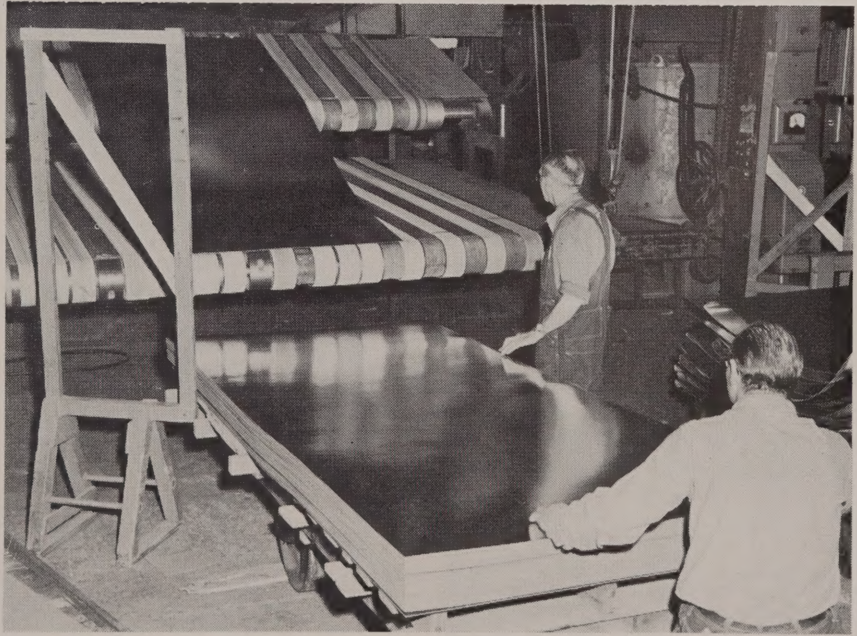
BIRD & SON played host to the New England Chapter of the National Association of Suggestion Systems on Wednesday, June 10. Thirty people toured the Norwood Roofing Plant at noon, then enjoyed a turkey dinner at the Main Office cafeteria.

The business meeting which was held in the Main Office display room included the election of officers for the coming year. Louis Babb of General Electric's Telechron Division in Ashland was elected president for next year.

Following this meeting, Suggestion Secretary Ed Grout and Investigator Larry Aherne presented the story of the Bird & Son Suggestion Plan and participated in a question period.

Serving as guides for the trip through the Roofing Plant were: John Hutchins, James Jackson, John Colaneri and Robert DiFlaminis. Members of the Bird & Son Suggestion Committee attended the sessions.

* * *



V-3 INSUL SHEATH. The new product, announced in the April issue, is shown here being manufactured on the Solid Fibre Combiner at No. 1 Box Shop. At the right, Lawrence Hassler; at the left, Herman Lauble, setup operator. These waterproof sheets are used by mobile home manufacturers to protect the under floor from the weather.

PERSONALS

MAIN OFFICE

David J. Sullivan is now our Floor Covering representative in the Cleveland, Youngstown and Dover, Ohio area.

Among the hundreds of entries, our Marianne Bamford of Purchasing won third place in the Annual Massachusetts and New Hampshire roller skating contest recently. Congratulations Marianne!

The Pulsifer family is prominent in the news this month. Jean Pulsifer graduated from Gorham State Teachers College, Gorham, Maine on June 5. Jean's dad, our Director of Industrial Engineering, tells us that she has accepted a teaching position in Wiscasset, Maine. Also, on May 15 Mr. and Mrs. E. Russell Pulsifer became grandparents. Heidi is the daughter of Lt. and Gail Pulsifer now stationed at Fort Knox, Kentucky and formerly stationed in Bad Naheim, Germany.

Marie Boyden left us May 15 to become a full-time housewife. Replacing her in Punched Card Accounting is Alma Towne.

The Credit Department welcomes Walter Wells. He took the place of Henry Bailey who left us to be office manager in a woolen mill in Woonsocket, R. I.

Robert White is the proud father of a baby boy, Robert Michael, born in May.

Other May babies include little Michele whose mother, Marie St. Cyr, used to work in the Credit Department, and a baby daughter, Sharon Lee, to Margaret Cataldo formerly of Punched Card Accounting.

Alice Campbell is welcomed into the Sales Promotion Department. She is from Walpole and the proud mother of four children.

PRE-VACATION SPRUCE-UP. Peg Owens, Main Office, at the top of the ladder and her sister, Helen Julian, interrupt the painting of their cottage on John's Pond in Mashpee on Cape Cod to smile for the photographer. They have been enjoying vacations at this attractive spot for several years. Also, congratulations to them on their new year-round home recently acquired on Vernon Street in the town of Norwood.

Gertrude MacDonald of Stenographic and her husband, Jack, who works at our Norwood Floor Covering Plant, left on May 29 via BOAC to fly to Europe for a six weeks' vacation. Part of it will be spent in Jack's home town, Aberdeen, Scotland.

Hal Hillyard of the Sales Promotion Department recently motored to Miami, Florida for his vacation.

BE employee has BEE trouble. Tom Carroll who lives in West Roxbury where you wouldn't expect a bee to be, had bees in his chimney — thousands of them. It cost him $100 to have them removed by a process which looks so simple that Tom threatens to go into the business himself.

Two 25-year anniversaries were celebrated as the month of June opened:

On June 1st Norman MacDonald of Office Stores was saluted by scores of friends as he returned from lunch. They presented him with a fine watch and a substantial purse.

Velma Cobb, assistant treasurer at the Credit Union was the guest of honor at a dinner at the Iron Horse on June 3, celebrating her 25th year with Bird & Son. Members of the Personnel Department and other friends in the company presented her with a sum of money and placed a beautiful bouquet of flowers on her desk the next day, which was the actual anniversary date.

The Spring issue of the Northeastern Alumnus features a trio of pictures captioned "Here's a Real Northeastern Company!" It shows W. C. Ahlgren, treasurer of Bird Machine Company, Calvin A. King, the company's president and Henry H. Shepherd, vice president. All three men are Northeastern graduates: Mr. Ahlgren in 1925, Mr. King in 1944 and Mr. Shepherd in 1930.

General Chairman of Norwood High School's Class of 1934 25th reunion celebration is Larry Lindblom, general cost accountant. Also on the committee is John J. Murphy, director of personnel. The occasion is being observed with a dinner and dance at Workmen's Hall in Norwood on June 20.

The last week in May Ed Grout attended the conference of the International Council of Industrial Editors in Milwaukee and meetings of the National Tuberculosis Association in Chicago, representing there the Norfolk County Tuberculosis and Health Association of which he is president. Eleanor Garland former assistant editor of the Review attended the Milwaukee meetings and sent greetings to all her friends at Bird & Son.

Your Review Reporters

Caroline Gomes
Louisa Graham
William Grazado
Carol Wells
Janet Laber
Julia Lewis
Muriel McDonald
Rita Connolly
Doris Reardon
Mildred Sanborn
Julia Smith

Louis Avanzini
James Barnes
Frances Clare
Thomas Flood
Milton Gardner
Edward Geraghty
Elna Gottberg
John Kalis
Frank Nyborn
Edward Wisniewski

Ramona Chicoine
Miriam Hill
Patrick Silvestri

Catherine Brady
Joseph Butler
William Ford
Augustus Smith

Arthur Armour
Julius Aukstolis
Joseph Carchedi
Mary Driscoll
John Folan
Arthur McKenna
Michael Meomartino
Joseph Nevins
Ruth Phelan
Francis Wall

Thomas Blundell
Charles Cobb
George Grover
Dorothy Hawes

Nazareno Lori
William Melish
Joseph Radzevich
George Shackley
Frank Shumski
Edward Silva

Helen Lane
Joan Walmsley

Ann Masters

Leslie Howard
David S. Lowry
Ray Nolan
Manuel Oliver
Allen Perkins
Arthur Trudell

Joseph Blackman
Rose Fox
Robert W. MacLeod
Virginia O'Brien
Martin Pearce

Lucille Burrow
Anne Eddy
John E. Evans, Jr.
Frank Markham
D L. Oliver, Jr.
Richard Potter
Edwin Sompayrac
Willie L. Smith

Hurcil Cowart
Robert Stewart

William Price
James Robinson
John Wyndham

Albert Boonstra

Robert Ladd
Paul Wollschlager

EAST WALPOLE MILLS

Maintenance

A cordial welcome to Richard Angus who joined us May 18 as assistant to our plant engineer, Bob Holman. Richard has just graduated from the Bradford Durfee College of Technology in Fall River with a degree in Mechanical Engineering. He lives with his wife and two young children in Assonet, Mass.

Moses Bader attended the National Industrial Recreation Association conference in Philadelphia May 24-27, representing the Bird Club. He reports that both the meetings and the exhibits were very interesting. Among the speakers were the president of Sun Oil Co. who greeted them at their visit to Sun Oil's famous recreation center and John duPont, head of public relations for the duPont firm which has a very active recreation program.

Production and Power

Vincent Serratore and his wife went to St. Petersburg, Florida for his wife's health this winter. Vincent reports that the trip did her a lot of good and they both enjoyed it very much.

We are sorry to report the long illness of Frank Nyborn of the Laboratory, and hope we will be seeing him back to work soon.

IDEAS ACROSS THE BORDER. Once a year Bird & Son chemists and top technical people from Building Products Ltd. gather to exchange information. The group met this year at Montreal. In the following list the names of Bird & Son people are in bold face. Left to right: **S. H. Sallie**, C. E. Turner, L. S. Odell, **J. W. Kemmler**, D. J. Smith, D. A. Ley, L. F. Long, **E. L. Chamberlain**, **A. H. Anderson**, **F. P. Reynolds**, S. H. Bennie, H. E. Saint-Amour, K A. Ramsay, **L. W. Weaver**, C. deJong, L. J. Newton.

No. 1 Box Shop

Wedding bells rang May 30th for Henry Meyer of the Shipping Dept. and Marion Petersen. The very best wishes to the happy couple from the entire department.

We were sorry to see Chester Bumpus leave but we want to welcome Robert Joseph who has taken Chet's place in the Shipping Office.

No. 2 Box Shop

We welcome three fellow workers into the Quarter Century Club:

Joseph Ralkavich, Gus Smith, Vaughan Allan.

We were very sorry to learn of Carl Wenstrom's accident on the machine but hope that his injuries will mend quickly and that he will be with us again soon.

We welcome to the office Elizabeth Delaney and Rose Coveney who are filling in for vacation.

NORWOOD ROOFING PLANT

Congratulations to Mr. and Mrs. Peter E. Carchedi on the birth of their fourth child, Robert Peter on May 19th.

Francis Wall, Manager of the Milwaukee Braves Little League team hopes for a first-place finish this year. You can visit the Little League field on a Sunday morning and find him showing the small-fry a few pointers to help improve themselves. Assisting Francis on the side-line is Coach John Koval.

We welcome back Steve Folan who has been ill for quite a spell. Steve expresses his heart-felt thanks for the many kind things done for him and his family while he was recuperating.

Jack Reddick believes in starting from the bottom. He manages a baseball team of 8-year-olds who play their games on Saturday mornings.

The following letter was received from Mrs. Carbone, Blood Bank Supervisor at the Norwood Hospital:

"Please accept my sincere thanks and appreciation for helping with the blood needs of the late Mrs. Wiik (mother of Uuno and Urho who work at Norwood Roofing). It has been a long battle with her condition and although we lost, you can all feel that your services have prolonged her life that much more. Many, many thanks again."

The following is a list of the men who have given blood since January of 1959: Edward Cormier, Arthur Pyne, Peter Didick, Martin Vitkouskas, Edward Carberry, Charles Solbo, James Goguen, Urho Wiik, James Faherty, Edward Gotham, Donald Bunavicz, Richard Gulla, Jerry Kane and Roger Sylvestre.

Mr. and Mrs. Nelson Bartlett spent the Memorial Day weekend at Moosehead Lake, Maine.

FLOOR COVERING PLANT

William Boyd, ink tinter, was presented a purse of money and a fancy card on his retirement from active service at Bird & Son. He was surprised and pleased with his gifts. Good luck and long years of relaxed living, Bill!

We offer our condolences to John Delaney on the death of his mother.

Frank Clem's young son, Stephen, was recently notified that he had received the highest possible score in his College Board Achievement Test in English.

Welcome to Richard Yeomans, former messenger in East Walpole, who now works at the Undercoat Department.

William Cherry tells us he is in the market for a second-hand Willys Station Wagon.

Ted Paul from Undercoat is currently serving on jury duty. He reports that it is an interesting experience every citizen should partake in.

Roland Gervais says summer is here, and he shows it by being the first man to wear shorts. He says he is proud of his legs.

Welcome to Clinton Alphen, the new clerk in our Linoleum Department.

Warren Cherry of Undercoat is remodeling his summer cottages in East Falmouth.

LEWISTON

We are happy to welcome several new employees to Bird & Son, Charles Duval, Russell Gagne, Christine Gagnon, Lillian MacDonald, John Ryan and Ralph Sawyer, Jr. who is working part time after school.

Best wishes go with Mabel Peare who has left Bird & Son to be a full time housewife. She spent several weeks in Chicago with her daughter and family.

Harold Theberge and Frances Champagne were married at Sacred Heart Church on April 18th. Harold is a Bird employee.

Gerald Hinkley is the proud owner of a new boat, motor and trailer, and now fishing is uppermost in his mind.

Ralph Maxim and party had a wonderful week-end with their limit of fish at East Carry Pond, recently. They really do it the hard way. After several hours ride, they go over a mountain on a snow-mobile to

EAST CARRY POND
CAMPS
HWC

UP TO FOUR POUNDS is what some of these trout weighed. The sportsmen are Ralph Maxim of Lewiston, Maine and a friend. Any one can see that the fishing's mighty good down Maine.

the pond. The picture shows they really know where the fish are, though.

Margaret and Judy Gillis will spend their vacation at Bailey's Island.

Eunice Sullivan and husband will visit in Belfast with his parents.

Joan Walmsley will spend some time at Lake Winnipesaukee.

Rita Tremblay and husband Leo will motor to Canada. Also Canada-bound will be Blanche Goldman and husband, and Lillian MacDonald.

We were happy to see Maryette Smith back after her bout with the flu, and we certainly hope that Yvonne Fish will be back long before this appears in the Review. Guess the wonder drugs aren't doing too much for her this time.

Willie Smith and his cousin, S. E. Schneider, Jr., caught these 30 Black Bass, one white perch and 30 Jack Fish (sometimes called pike) April 4th on Lake Bistineau. Willie is pictured with the fish.

SHREVEPORT

William Winkler, Dude Davidson and Cephas Myers are busy on week ends at their lots on Lake Bistineau building boat sheds and piers. Cephas said he was not going to lose fishing time mowing grass and bought centipede grass seed for his lot. (This grass is only supposed to grow one inch tall.)

Patrick Ladner and friends have built a house boat on oil drums on Lake Bistineau and spend from Friday afternoon until Sunday afternoon each week on the lake. They had a total of 26 people on the boat this past week end. We hope they can all swim.

Huey Humphrey has been bitten by the ski bug. He has bought a boat, motor, trailer and all the other necessary equipment for skiing and fishing. He can be found on one of the lakes on week ends.

In the south we have a wild berry that grows on trees from four to 15 feet tall. These berries are about the size of a marble and similar to a crabapple and usually grow in marshy places. They are called MAYHAWS and are ripe in May and excellent jelly can be made from them. At this time of year people can be seen all along the road "peddling" Mayhaws. Miss Mac (Lucille Burrow) bought some and brought them to the office and Mr. J. D. Johnston had to be filled in on what they were and what they were used for. The next day he came in and said that he had tasted the "WAHOO" jelly and liked it very much. A few days later Miss Mac brought him a jar of Mayhaw and also a jar of Dew Berry Jelly (he had never tasted this either). Wonder what he will call that.

We extend our sympathy to David Gayer in the loss of his father May 3 in Ponca City, Oklahoma.

It is nice to see Willie LaFitte up and about after his operation. We understand he is enjoying the rest and doing a lot of fishing with nice catches of crappie and bream.

D. L. and Mrs. Ford started out May 16 for Sioux Falls, South Dakota. They will spend a two week vacation with Mrs. Ford's parents.

Clifford Russell and family drove to Dover, Delaware, to see their son, Winfield, who is stationed there. We are anxious to hear some of Cliff's tales as to his miles per gallon, his impression of Washington, etc.

We welcome into the Bird Family Mrs. Merle Wilcher, hired as sales correspondent replacing Mrs. McPherson who resigned because of her health.

Ora Miller is spending her vacation in Fort Worth, Texas where she will see her son-in-law, James T. Tigner, graduate from Southern Baptist Theological Seminary with MRE Degree. Jimmy already had a degree in engineering and was the chief consulting engineer on our new office building when he was associated with E. M. Freeman Architects here in Shreveport.

Other graduates from the Shreveport Division include:

Samuel A. Maxey, son-in-law of Nona Cox, who receives his BS Degree from Centenary College. He will go to LSU Medical School in New Orleans this September.

Scott Markham, son of Frank Markham.

Martha Jean Burrow, step-daughter of Lucille Burrow.

Melvin Barberousse, son of Louise Barberousse of the Sales Department.

Betty Beauchamp, daughter of H. B. "Bo" Beauchamp. She will finish Byrd High School and enter Louisiana Tech. this fall.

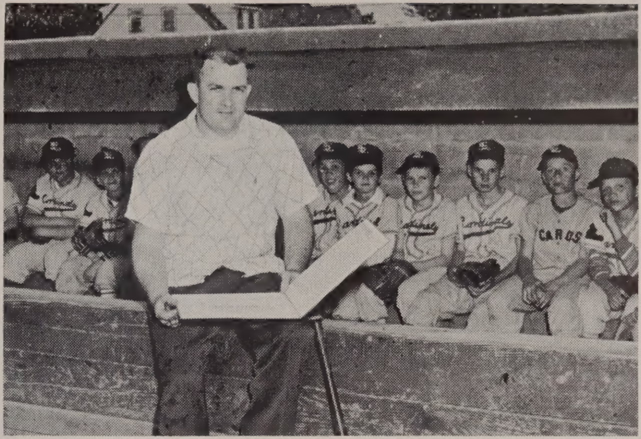
GLENWOOD

Orville Caldwell and Hurcil Cowart are new tractor owners. With all the plowing they talk of doing, do not be surprised if the cost of living comes down. Henry Miles was in on the tractor ownership act but his threw a rod.

Fishing season is here again. Hurcil Cowart vowed he would catch a boat load of catfish if he had to live with them a week.

CURTAIN CALL at the end of Gilbert & Sullivan's "Patience" presented by the Neponset Choral Society May 1 and 2 at the Walpole High School. Lying disconsolately in center stage is Bunthorne with his lily and without a bride, played by Joseph Hancort. Other principals are, left to right: Nancy Kilcup with Hoel Bowditch, Louise Hall with Edgar Grout, Martha Guild with James Silvi, Delphine Brule with Kenneth McLean, Priscilla Cann and Donald Lindquist.

We "Lead" Both Leagues!



TWO LITTLE LEAGUES — TWO PRESIDENTS. Both work for Bird & Son. Fred Turco, left, is foreman at the Norwood Roofing Plant and President of the Walpole Little League. Robert Ivatts, right, who heads Norwood's Little League, works at the Maintenance Department in East Walpole.

Says he knows a place on the Ouachita Lake where you can take one off every other hook of a trot line.

Carl Whatley who suffered a heart attack in March is out of the hospital and at home we are happy to report.

Argus Dutton proudly reports his son Thomas graduates from Norman High School this spring. Thomas and the other members of his graduating class made a trip to Washington, D. C. where they saw all of the sights except the President.

CHICAGO

Early vacationists include Tom Cooling and Eddie Dettling of the Shipping Dept. They took a trip down to Arkansas to try the fishing. The usual "fish" stories were presented.

Bernie Van Brussell and family spent two weeks in Florida in April. As usual, Bernie came back with that fine tan. They enjoyed excellent weather when there.

Virginia O'Brien kept her record intact by attending the White Sox opening game for the "umpteenth" time. Not too much to cheer about yet, but she keeps saying that this is the year.

Mrs Roger Sumner and Mrs. Ray Gusick both underwent surgery since our last report. We are happy to announce that both are feeling much better now.

Six lb. two oz. Karen Kathleen arrived April 17th at the Bill Keatons. Bill is a foreman on No. 6 machine. Also it is another boy, William Thomas, for the John Hickeys. John is assistant to the Office Manager. We are glad to report all is well with both. John took a week's vacation to welcome his wife and baby home from the hospital.

Local 7-170 held an election of officers on May 17, with the following results:

President, Anthony V. Christopher *
Vice President, Grover Holden
Financial Secretary and Treasurer, Rufus L. Newman *
Recording Secretary, Isiah Wilson
Chief Steward, Eddie Newman *
Trustees, Willie Blackman * Roland Abraham * and Steve Blackman *
Steward — Shipping and Machine Shop, Faite Rudolph *
Steward — No. 6 FCL and Blowing Dept. Grover Holden *
Sergeant-at-Arms, Roosevelt Newman *
Stewards — FCPM No. 6 Night Shift, Edward Reeves * and Willie Dean
* Re-elected

We welcome Mike Hubalik to the Bird Family. Mike is in the Traffic Department.

Ron Snyder, who is in the midst of his stint for Uncle Sam, came in to see us when he had his time off. Ron, being a good White Sox fan got to see the season's first home game, too.

GOOD LUCK! Roland Forand of the Phillipsdale Laboratory is off to serve with Uncle Sam's Army. Having passed all the examinations with flying colors he plans further study in the Electronics Division.

Long Service List

July

Name	*Year*	*Dept.*	*Years*
Albert V. Duffy	7-11-24	Floor Covering	35
Edward B. Holmes	7-21-24	Box Salesman	35
Albert F. Gilmore	7-1-29	Paper Mill	30
Perley H. Mudgett	7-1-29	Paper Mill	30
Edgar B. Bigelow	7-18-29	No. 2 Box Shop	30
Leona L. Paquette	7-18-39	Finishing Mill	20
Edward Paduck	7-19-39	No. 1 Box Shop	20
Anne Walukevich	7-21-39	Office	20
Donald Dyer	7-6-49	No. 1 Box Shop	10
Dorothy A. Cronin	7-6-54	Office	5
Vincent R. Grassia	7-26-54	Paper Mill	5
MANCHESTER			
Thomas D. O'Connell	7-14-54		5
NEW BRITAIN			
Romeo P. Valerio	7-18-39		20
PHILLIPSDALE			
Joseph E. McBride	7-25-29		30
CHICAGO			
Andrew H. Gardner	7-20-49		10
Philip C. Johnson	7-25-49	General Manager Western Div.	10
SHREVEPORT			
John C. Marshall	7-21-39		20
Albert J. Rambin	7-11-49		10
Virginia H. Eddy	7-18-49	Office	10
CHARLESTON			
Baker L. Sears	7-21-24	Salesman	35
BERRY REFINING COMPANY			
Nelson Stroop	7-19-54	Salesman	5
Delbert Sullivan	7-22-54		5

Credit Union League Meeting at Main Office

On Tuesday evening, May 26, delegates of the Metropolitan Chapter, Credit Union League of Massachusetts held their meeting at the Bird & Son office.

Twenty-one credit unions were represented, including such well-known establishments as Raytheon, Boston Edison, New England Deaconess Hospital, Filene's and Walter Baker. Al Smith and Ron Sager from Bird & Son and Bird Machine, who are treasurer and president, respectively, of the Neponset Credit Union, welcomed the guests. Edward Worcester of Raytheon Credit Union won the Bird Super Vinyl rug door prize.

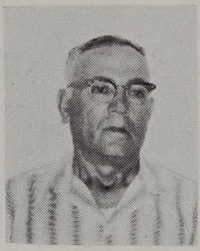
The business meeting was followed by refreshments in the cafeteria and a tour of the office.

In 1958, more than 49 per cent of the traffic injuries resulted from weekend accidents.

Retired in May

William J. Boyd

Samuel H. Kelley


Domenico Cistenseinso

WILLIAM J. BOYD, Norwood Floor Covering Plant, from January 5, 1920. Always worked at Floor Covering except for the first month when he was at No. 2 Box Shop. Since 1921 Color Mixer. Head Color Mixer for many years, Ink Tinter for the new Rotary Machine since May 1957.

DOMENICO CISTENSEINSO, Norwood Roofing Plant, from October 9, 1923. Always worked at Norwood Roofing, most of the time on No. 1 machine. Back Tender for many years, then Surfacing and Backing Man. Since January 1958 in Sample Department. Has been sick since February, 1959.

SAMUEL H. KELLEY, Floor Covering Plant, from March 12, 1928. First worked at East Walpole Paper Mill. Since July 1928 employed on print machines at Floor Covering, for many years as a second hand.

Vinyl Counter Cover and Wall Covering Added to Floor Covering Line

TOO bad we can't spread them across this page in full-color, because they are really attractive. We mean, of course, the new Bird Super Vinyl Counter Cover and Bird Deca-Wall Super Vinyl Wall Covering just announced last month. Our dealers welcome them as important additions to the Bird line.

They are full of sales appeal both because of their attractive color blendes and because they have the outstanding smoothness, gloss, pliability, strength of sheet and clear, clean designs of all our Super Vinyl patterns. Demand for them has been strong in the first few weeks they have been on the market. They are printed on the rotary machine at Floor Covering and processed through the new vinyl tunner dryer and planishing unit.

In Super Vinyl Counter Cover there are 13 very saleable colors, 7 in the Chips design, 6 in Terratex. All colors are available in both the 36″ and 27″ widths. Chips, as the name indicates, has flecks of contrasting colors against strong backgrounds of solid colors. Terratex is an accented cork pattern in 6 very pleasing pastel shades.

Deca-Wall Super Vinyl Wall Covering is offered in the new marbeline design in 6 bright colors. The background, as you would suspect from the name is a marble pattern; the mortar lines are metallic.

Bird & Son will continue to manufacture and sell their regular lines of Bird Vinyl Counter Cover and Bird Wall Covering which have been available for some years, but the smart designs and colors of the new Super Vinyl products will open up a new market and help increase sales.

CRUSH
SMOKES
SMOKEY
Remember-
Only you can
PREVENT FOREST FIRES!

IT'S SPRING! And what's spring without golf and apple trees about to burst into bloom. On the opening night of the Girls' Golf Season as Janet Laber drives across the water hole, Hannah Flavin and Catherine Collins (Bird Machine) wait their turn to play. Both the Girls' League and the Men's League are playing this year at the Walpole Country Club.

TOP BOWLERS THIS SEASON. Front row, Edward Mingels, left, who tied with Uuno Wiik, right, for men's high single, Dorothy Ceruti, high single, Doris Reardon, high 3-string, Ann Cavanaugh, high season average. Back row, Roger Anderson, who tied with Armando Croatti for high 3-string, Antonio LaSalvia, high season average, Croatti who tied with Anderson, and Joseph Purpura, 2nd high season's average.

A CREDIT TO THE CREDIT UNION. These girls from that department were the winning team in the Women's League. Left to right — Mary Moylan, Mary McDonagh, Mary McDonough (yes, we are not kidding), Elaine Pupalagis and Alayne Eastman.

WINNING MEN'S TEAM Roofing Maintenance. First row, Francis Flaherty, Ted Pierce and Everett Pyne. Back row, Armando Croatti, John Koval, and Joseph Purpura.

BIRD CLUB *News*

Girls' Golf

by PEG DELANEY

OUR golf matches are played on Monday evenings. Since the weatherman has been very good to us, we have been able to play all of our matches to date.

The team standings are as follows:

Thors, Capt. Doris Reardon	**22½**
Senowols, Capt. Joy Holmes	**20**
Sputnicks, Capt. Helen Makarevich	**15½**
Nikis, Capt. Eileen Geraghty	**14**

Our first Scotch Foursome of the season was held at the Walpole Country Club on May 18. Prizes were won by Hank Mathieu with Priscilla Mackenzie, Earle Higgins with Janet Laber and Fred Turco with Eileen Geraghty.

We have four more matches to play and then our Field Day will be held on Saturday, June 27, followed by a luncheon and the awarding of prizes at Seiler's in Wellesley.

Men's Golf

WITH the first half of season nearly over, Chester Grusheski's team leads the play at the end of the 5th week. In second place is Hank Mathieu's team; 3rd, Alex McIntyre's team and 4th, Ben Baranowski's team. Only three matches remain in this half.

The second half of the season will start the last week in July on Tuesday nights at the Cedar Hill Country Club in Stoughton.

The men enjoyed very much the recent Scotch Foursome arranged by the girls. Winners are reported in the Girls' Golf notes.

Field Day

AS we go to press everyone is hoping for perfect June weather on June 14 when the Bird Club holds its annual Field Day under the direction of the Entertainment Committee, headed by John Gnecco of the Roofing Plant. Judging by past years there will be hundreds of eager Bird children patronizing the merry-go-round, the Ferris wheel, the pony rides and consuming gallons of ice cream and bushels of pop corn.

It's hard to know who has a better time at these affairs — the kids or the parents and grandparents who thoroughly enjoy watching the fun.

Banquet

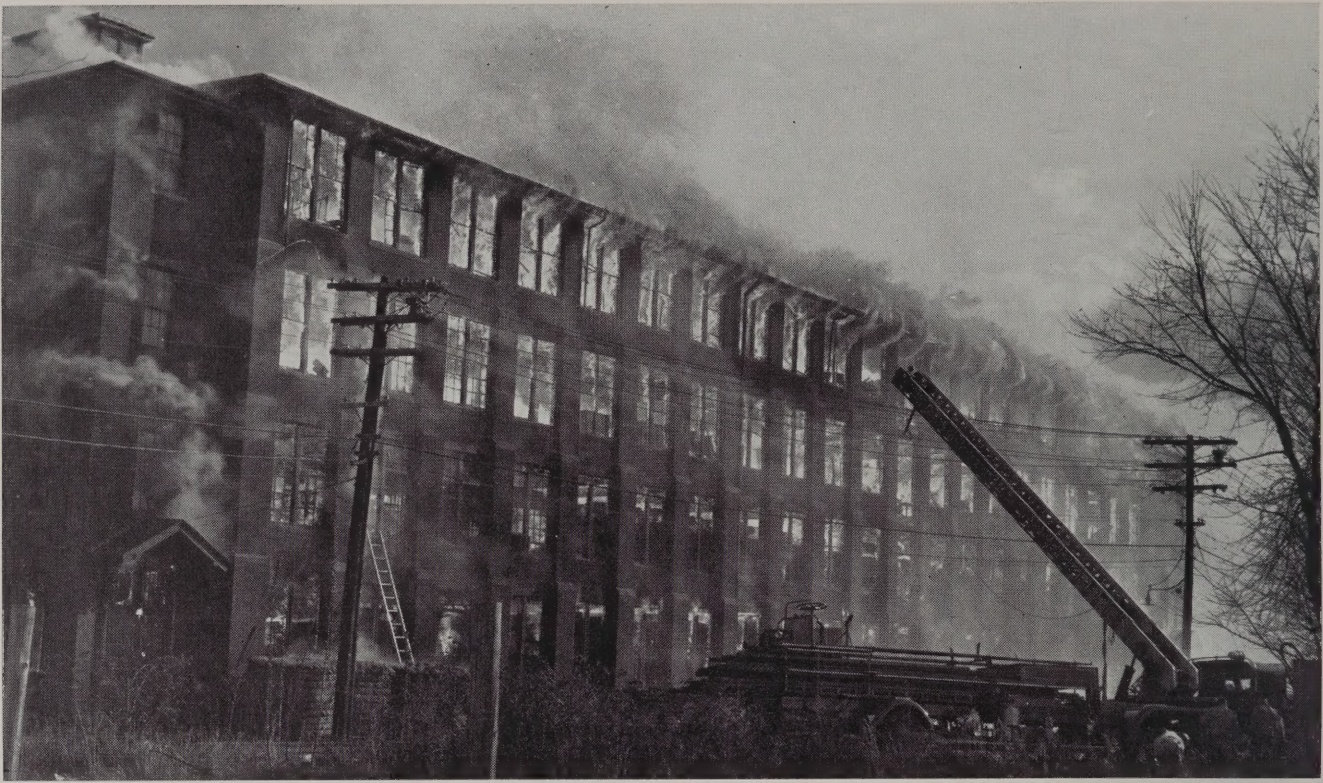
A banquet for Bird Club committee chairmen and their assistants will be held at Colonial Inn on June 17. This annual affair is given to these hard-working club members in appreciation of their services during the year.

Tri-Mill Sports Club

AT the annual Fishing Derby for children on May 19, more than 125 children showed up to try their skill at the swimming pool in Bird Park, which had just been stocked with trout. (See cover photo)

On the same day the club members also stocked Trap Hole Brook and

(Continued on page 17)



WALPOLE'S WORST FIRE in recent years — the $300,000 P. Shaffer Co. fire of October 29, 1957. Just minutes earlier than this Bob Mattson of East Walpole Maintenance and Jack Dalton of Walpole had rescued two women, one of them unconscious, by carrying them down the ladder which shows at the right of the telephone pole. This was practically the only area of the building not then engulfed by flames.
Photo by A. C. Buchanan

FIRE is Their Enemy

AN old New England institution, the volunteer fire department, is fast disappearing in areas around big cities like Boston. But in Walpole, Westwood and several other surrounding towns it still remains, as well as in several towns near our Phillipsdale Plant.

Bird & Son has always had volunteer firemen in its ranks — probably had them 'way back in the days of bucket brigades and hand pumpers. And for over 40 years we have had organized fire brigades in our own plants. But here we speak of community fire fighters.

Grand-dad of all Bird volunteers is Charles Locke of East Walpole Maintenance whose service goes back over 35 years. Close to him is Leslie Howard of Phillipsdale with 28 years in the Warren, R.I. department.

Other Bird men reporting to the East Walpole fire station along with Lieut. Charlie Locke are Harry Angus, John Glebus and John Linnehan of Maintenance, John Farrell of Stock Transfer and Stanley Benkavitch of No. 1 Box Shop.

At the Central Fire Station in Walpole we find Robert Mattson of Maintenance, and Robert Bothwell of No. 1 Box Shop. Ernest Koebe, retired from No. 1 Box Shop also served many years.

In the nearby town of Westwood are Edgar Ross, No. 1 Box Shop and John Hayes, Main Mill Laboratory. In Canton, Henry Pino of No. 1 Box Shop has achieved a ten-year record.

Walpole's most spectacular fire occurred less than two years ago at the P. Shaffer & Co. warehouse in October, 1957. In a few hours the large, four-story building was completely destroyed, taking with it three neighboring houses. Aid from seven surrounding towns was called. The quick response of the Walpole fire-fighters saved the lives of several women trapped on upper floors of the building. One Bird man, Robert Mattson, was nearly overcome with smoke. When he and Jack Dalton from Walpole broke some second story windows with a strong stream from the hose, they saw a hand appear, waving a rag. No aerial ladder was available, so they took a roof ladder from their truck. It just reached the window when placed on top of a bale of waste paper. Together Dalton and Mattson carried down one woman, faint with inhalation of smoke. Then Dalton went inside and discovered another woman unconscious. She too was brought down by the two men, assisted by Bob's brother, Fred. Heavy smoke was pouring out the windows at the time, so that when the rescue was completed all three men had to be treated at Norwood Hospital for smoke inhalation. They later returned and fought the fire again.

Bad as this fire was, Charlie Locke's closest call came in another big fire, the Diamond Match Co. in South Walpole. "I'll never forget the date," Charlie says. "May 24, 1942. Two of us were manning a hose near one of the doorways when the wall collapsed. The next thing I knew I was in the Norwood Hospital with a concussion and other injuries. The thing that saved my life was my helmet. That fire put me in the hospital for 31 days and kept me from work for 10 weeks."

After ten years of service as a volunteer fireman in Canton, Henry Pino now has a civil service rating of "permanent-intermittent," which puts him on the list for duty on week ends and vacations. Canton employs a number of permanent firemen as well as volunteers. Some day Henry will be eligible for one of these posts if he wants it.

He recalls most vividly two bad fires in his area — the Blue Hills Country Club which happened on an extremely cold night when uniforms and hose lines iced up — and the dairy barn at the Shapiro farm which kept firefighters on duty from 8 P.M. to 4:30 the next morning.

In Leslie Howard's 28 years of volunteer fighting he has served as captain of the Massasoit Hook and Ladder Co. for 25 years. He is now second vice president of the Fire Chiefs' Club of R.I. and second vice president of the R.I. State Firemen's League of which he is a charter member.

Howard's closest brush with a serious accident came not in his community's biggest fire, but in a cottage fire when he fell through a burning floor. The blaze in this newly-constructed building was not discovered for quite some time. Capt. Howard, who was among the first firemen to arrive, had to smash a door to gain entrance. As he was walking through the smoke-filled house, unaware that the floor had been burned beneath, he suddenly plunged through and had to be rescued by the others. At the hospital it was found that luckily he had received no serious injuries.

Warren, R.I. had its never to be forgotten "worst" fire on a very windy night in 1931, Les recalls. It was the Fryan-Frazer mill, a large L-shaped building, unused then, but formerly a textile mill. The blaze spread very rapidly because of the wooden construction and the oil-soaked floors. The high winds carried embers which started several other fires half a mile away, but these were all quickly controlled.

Volunteer firemen never know at what hour of the day or night they may be summoned at a moment's notice to risk their lives in order to protect their community. To keep themselves alert and completely familiar with the equipment they attend monthly drills. In the winter these are held indoors at the fire stations and consist of lectures, demonstrations and discussions. The rest of the year, when weather permits drills are held outside, practicing over and over again with ladders and hoses to make sure everyone will do the right thing when an emergency comes and there isn't time to think. Whenever a new piece of equipment arrives they study it and work with it until they know how it will perform in every possible situation.

Latest development in Walpole is skin-diving. Mattson and Bothwell are both engaged in this newest activity which is so important in rescuing people from deep water. A number of Walpole men have been practicing skin diving skills for about two years. They generally go to one of the local ponds on Sundays. Walpole has all the equipment — suits, helmets, tanks. Both Bird & Son men have been down to depths of 30 and 40 feet.

As towns grow, more and more of them will undoubtedly switch to permanent, full-time firemen, as Norwood did several years ago. But in the surrounding suburban and country areas, volunteer fire fighters will still be serving their communities. It is certainly a fact that whatever the future may hold, all the towns mentioned in this article have been well-served for generations by volunteer firemen. The present companies are still performing a most vital service in protecting life and property.

VOLUNTEER FIREFIGHTERS at East Walpole Fire Station, ready to respond to a call. At the wheel is Harry Angus, beside him Charles Locke. In the rear of the truck are John Farrell, John Linnehan and John Down.

Bird Club News

(Continued)

Peterson's Brook which runs into the Neponset River above the club house area.

Next event will be a deep sea fishing party in August, the date and place to be announced later.

FINAL HOSPITAL SHOW

By Julia Smith

THE Bird Club Hospital Show closed the 1958-1959 season with the final show at the Mass. Hospital School for Crippled Children at Canton on Tuesday, May 12. A complete cast was present, together with a magician, and the children surely enjoyed him.

A talent show was held at which each child was awarded a prize. Nearly 150 children were present in the hall. The magician also went to the wards where the children were confined.

The Norfolk Nest No. 18 Lady Cooties served candy, ice cream and cookies to all.

As a wind-up for the year, an appreciation banquet was held for the cast on Thursday, May 21, at Rock Garden in Milford. Everyone had a wonderful time, enjoying a delicious meal followed by entertainment by members of the cast and dancing.

I wish to thank not only the members of the cast for a faithful year but also the members of my committee, namely William Grazado, Julia Lewis and Hilda Rafuse, for their help.

Two Bird & Son parking lots on an ordinary working day.

The Key to Good Living — Increased Productivity

In addition to owning cars, many Bird & Son people have:

Their own homes
TV sets
Hi-Fi Sets
Automatic washers and dryers
Education plans for their children

There's no doubt — we have a good living in this country.

The secret is the increasing amount of products American industry turns out per man hour worked.

Compare your scale of living with that of your grandfather.

We certainly don't work harder than he did. It's the way we work and the tools we work with that make the difference.

As the economists say, PRODUCTIVITY has increased.

Productivity in this country constantly improves because of many things:

Input of money for modern equipment
Input of technical knowledge
Input of better raw materials
Input of management skills
Input of the skills and best efforts of all workers on all jobs.

All these elements, properly directed, increase productivity and spell success for the company and its employees.

In our company, in past years, increased productivity provided such things as:

vacations
retirement benefits
holiday pay
group insurance benefits
wage and salary increases.

Some of the productivity increase went to profits, too, and was plowed back into new machines and equipment to make the future secure.

Unfortunately, in the past few years, our productivity increase has not kept pace with the national average. While there are some departments where improvements have taken place, in general we need to do better.

The benefits we as Bird & Son employees enjoy today can be maintained only if we increase our rate of productivity at least as much as our competitors and the national average. When we do this and thus produce efficiently and economically —

our products can be priced competitively
the public keeps buying
business activity remains high
our plants keep busy
our weekly earnings remain steady.

Good productivity helps make satisfied customers, and

SATISFIED CUSTOMERS PROVIDE OUR REAL JOB SECURITY.

BIRD REVIEW NEWS DIGEST

Vol. 47 No. 7 Published for Bird & Son, inc. employees and their families July, 1959

Appointments at Charleston

Floyd H. Billings has been appointed purchasing agent at Charleston in the post left vacant by the resignation of Charles McDonald. McDonald left the company at the end of June to become general manager of the Packet Motor Lines in Charleston.

Terence T. Jenkins has been named assistant purchasing agent, and William Mazyck is the new shipping foreman, taking over the job created by Billings' promotion.

Also, on May 25, Joseph Q. Shokes joined the Charleston office as southeastern credit representative.

Before Floyd Billings joined Bird & Son in September, 1955, he had worked several years at the Burrows Paper Company, Little Falls, New York, and had graduated from the Bentley School of Accounting and Finance in Boston. Starting with Bird & Son in materials control work, he remained on this assignment until March, 1958 when he was promoted to shipping foreman. His materials control experience will be helpful to him in his new purchasing duties. He will continue to schedule the production runs by colors, maintaining the proper stock levels in the finished warehouse, as well as purchasing the required raw materials.

The Billings family lives at 1616 Mulberry St. There are three children: William, 2; John, 4; and Kathleen, 8. Floyd is a member of the Sumter guards and keeps touch with his alma mater by serving as a member of the Bentley Alumni Association. During World War II he saw three years' service in the Marines, attaining the rank of Sergeant.

The new assistant purchasing agent, Terence T. Jenkins, has been storekeeper at Charleston since November, 1955. A member of the U.S. Air Force for three years in World War II, he attained the rank of First Lieutenant. As a bomber pilot he flew 25

(continued on page 5)

NEW ROTARY UNIT NEARLY COMPLETED

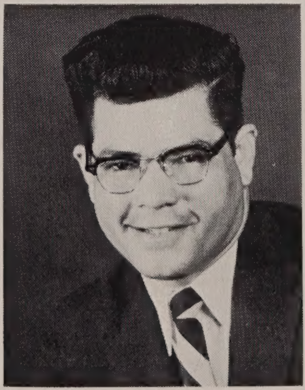
Results of nearly two years of planning and engineering are very evident at Floor Covering these days. Almost all the big machinery designed for 16/4 rotary production is now in place, or at least inside the plant waiting to be installed.

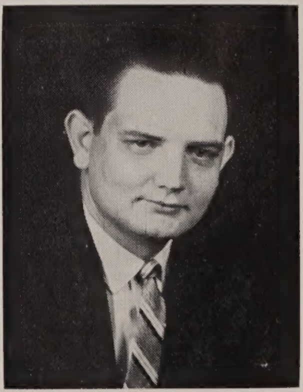
The new rotary is taking shape beside the old one, the roll stands and looper preceding it are being installed, and work is being rushed to complete the big yard goods finishing and rug finishing units. The coater, tunnel dryer and planishing sections have been in operation since last February.

At present the schedule calls for trial runs in August. Taking into account the tremendous amount of details to be completed and the usual difficulties of learning how to operate complicated new machinery, the plant management expects to have all the new equipment in production by early Fall.

Floyd Billings

Terence T. Jenkins


William Mazyck


Joe Q. Shokes

Croatti Awarded $60 for Suggestion

Armando Croatti, No. 9 Roofing Machine at the Norwood Plant, was awarded $60.00 last month because of the savings made by his suggestion which eliminated the need for replacing 13 ductor blades every other week.

Two other roofing men each received $20.00 for completing another group of five accepted suggestions: Alessandro Alessandrini, FBPM1 and Philip Holden, FBV.

REGULAR AWARDS

Alessandro Alessandrini, FBPM1	$20
Frank DeSilva, DPX	20
Philip Holden, FBV	20
Andrew Kelliher, FBPM1	20
Thomas McDavitt, FBM	20
Donato Marrollo, FBI	20
Tony Nado, FBPM1	20
A. Carleton Rafuse, FFG	25
Joseph Roslauskas, FBV	25
Henry Thomas, FBPM1	20
Frederick Vietze, FBE	20
Alfred Carvalho, DPM	5
William Haggerty, FBY	10

Long Service List

August

Name	*Year*	*Dept.*	*Years*
Everett Brennan	8-5-19	Maintenance	40
Harvey A. Batten	8-6-24	Paper Mill	35
Henry A. Doudie	8-11-24	No. 1 Box Shop	35
Frank G. Kissell	8-6-29	Floor Covering	30
Walter C. Bisdnack	8-15-29	Paper Mill	30
Charles Chorlton, Jr.	8-19-29	Roofing	30
Carl A. Gustafson	8-19-29	Floor Covering	30
Clare L. Hayman	8-19-29	Floor Covering	30
Robert B. Patterson	8-26-29	Superintendent, No. 2 Box Shop	30
John D. Smith	8-27-29	Floor Covering	30
Benjamin Beale	8-1-34	Office	25
Stanley C. Benkavitch	8-14-39	No. 1 Box Shop	20
Alice Holmes	8-1-44	Office	15
Spencer E. Peckham	8-2-44	No. 2 Box Shop	15
Mary A. Brady	8-21-44	Finishing Mill	15
Mary Cofsky	8-22-44	Finishing Mill	15
Raymond S. Vitaitis, Jr.	8-15-49	Maintenance	10
Bynum E. Vickory	8-22-49	No. 1 Box Shop	10
Harry Maistrosky	8-22-49	Carton Sales	10
Joseph A. Letourneau	8-23-49	No. 1 Box Shop	10
Edward J. Fitzpatrick	8-29-49	No. 1 Box Shop	10
Eleanor M. Shea	8-29-49	Office	10
Thomas Cordo	8-2-54	Floor Covering	5
Anthony R. DeBenedictis	8-2-54	Floor Covering Sales	5
Kenneth L. Doane	8-2-54	Roofing Sales	5
Elroy H. Coffin	8-9-54	Floor Covering	5
Russell H. Pease	8-9-54	Floor Covering	5
Donald J. Seymour	8-10-54	Paper Mill	5
Pierre Kappelle	8-23-54	Paper Mill	5
Clifford T. Johnson	8-25-54	Floor Covering	5
Robert A. Cashen	8-26-54	Office	5
Martin Flaherty	8-30-54	Paper Mill	5
Arthur J. Joyal	8-30-54	No. 1 Box Shop	5
Joseph J. Haire	8-31-54	Paper Mill	5

CHICAGO

Mike F. Sanfilippo	8-25-49		10
Wilson Williams	8-29-49		10
Wood Quin	8-29-49		10
James P. Carroll	8-29-49		10

SHREVEPORT

Wheeler Johnson	8-17-44		15
John D. Cook	8-1-49	Salesman	10

CHARLESTON

Stanley S. Phillips	8-12-29		30
Edward E. Toler	8-30-54		5

SPECIAL AWARD OF $60.00 to Armando Croatti for a practical suggestion at No. 9 Roofing Machine. Superintendent Bill Wright of the Norwood Plant hands Armando his check as Foreman Jack Reddick waits to offer congratulations.

Bird Club News

Girls' Golf

The 1959 season ended with a Field Day on Saturday, June 27. We played nine holes of golf in the morning, and then went to Seiler's in Wellesley for lunch and the awarding of prizes.

The Thors, captained by Doris Reardon, was the winning team, and the members were awarded money prizes.

Money prizes for seasonal averages were won by the following:

Carolyn Delaney	50.2
Anne Lindsay	50.8
Mary Bannon	53.3
Marion Tolman	54.2

We gave fourteen merchandise prizes for the Field Day events with low gross going to Marion Tolman.

Bernice Woolley was chosen the 1960 chairman.

Men's Golf

Chet Grusheski's team won the first half of the Men's Golf League play. The schedule was delayed only one week, in spite of the terrible June weather. Teams making second and third places in the first half were Hank Mathieu's and Alex MacIntyre's.

In the tournament play on June 26 Ken Rouillard and John O'Leary tied for low gross with a 38. O'Leary won the handsome jacket in the drawing to select the winner.

In the low net competition Don Eppich of Bird Machine was first, Hank Mathieu, second and Nick Radzwill, third. Again Ken Rouillard almost qualified. He tied with Radzwill, but lost in the drawing. Each of these men was awarded a jacket as his prize. A jacket was also presented to Rouillard, who tied in two events, but lost in the drawing.

Winning teams were presented prizes as follows:

Chet Grusheski's winners — each man received a glove and a ball.

Hank Mathieu's second place team — each man received a glove.

Alex MacIntyre's third place team — each man received two golf balls.

After a vacation layoff, the second half of the season will start on July 21 at Cedar Hill Country Club in Stoughton.

CORRECTION

In the July Long Service List Baker L. Sears was improperly listed as salesman. He is Sales Manager of the South Atlantic District.

Most problems with children can be solved by looking at them patiently. But parents don't need to be continually uncomfortable about ruining their children. Children aren't as fragile as you think. If they're accepted and loved, and their basic needs are met, they'll get along. It takes about eight years of hard effort to really mess up a kid, and you can't do it alone. — Dr. Fritz Redl in Better Homes and Gardens magazine.

We Compete with New Cars, Furniture — Even Vacation Travel

SOME PEOPLE SEEM to believe that the bigger a company is, the less it has to fear from competition. History shows this to be quite wrong.

In 1902, for instance, United States Steel produced 66 percent of the steel used in this country. Today, despite the fact that U. S. Steel is incomparably bigger than it was 57 years ago, it produces less than 30 percent of our steel. The answer? Why, competition, of course.

In these days of plenty, there's so much we'd like to spend our money on; yet, for most of us, our money is not inexhaustible. We have to choose. Will it be a new roof or a new car? A new floor or a new television set? We buy that which is made to appear more attractive, or more worth our money. Competition again!

Thus, not only do we compete with manufacturers in the same line of business for the consumer's dollar, we compete with the makers of cars, boats, household equipment — even the proprietors of vacation resorts. It's a tough racket.

The stiffest competition, of course, comes from the people in the same line of business we're in; and if we're going to survive, we've got to manufacture a better product and provide better service (faster processing of orders, faster deliveries).

If you work in a big company, you may sometimes wonder how your individual contribution can help the company beat the competition. The answer, of course, is—avoid the old "weak-link-in-the-chain." One of us may have unknowingly slipped a weak link into the chain of production. This is quickly discovered by the consumer and even more quickly discovered by the competition. He takes full advantage of it and we lose a customer. Good competition means bad business for someone.

News Briefs . . . .

Wolley Segap

Bird & Son has just announced a program of Yellow Pages building materials advertising for distributors, dealers and roofers.

The plan provides that Bird & Son will pay for a one-inch general heading in any local directory, in cases where authorized retail sales outlets pay for their own telephone listing in the space below.

Our national advertising is being seen by millions of prospective customers. Naturally, many of them will turn to the Yellow Pages of their telephone directories to see where Bird products can be bought locally. The Trade Mark is distinctive, pulling the reader's eye to the page — and there below it are the authorized Bird distributors, dealers or roofers. It's a natural and effective means of advertising locally. Although the plan has just been announced, it appears that it will become popular and widely-used by authorized dealers who will arrange for such advertising through their local Bird salesman.

Refresher Course

Salesman Horace P. Morton of the Building Materials Division was one of the special instructors in a refresher course for trade school teachers on June 22. Once a year all trade school instructors are expected to attend a week of schooling to brush up on the latest information in their subjects. The courses this year were held at Fitchburg State Teachers' College.

Attending Mr. Morton's two hour class were 35 instructors from trade schools and 15 others from cabinet making classes. Horace first showed the Bird film — "The Big Difference" and spoke on the quality features of Wind Seals, Masterbilts, Architects, Ranch Roofing and Termite and Vapor Barrier. He also set up an exhibit of our chief products in the classroom. A packet of brochures was distributed to each one present.

Horace reports an enthusiastic reception; many roofing problems were aired and he had a fine opportunity to plug the merits of Bird Building Materials.

Golden Anniversary Award

At a meeting in Atlantic City on June 23 Carroll Homan accepted for Bird & Son an award certificate from the American Society for Testing Materials. Bird & Son is one of fourteen companies or individuals who have been members of this Society for 50 years. The framed citation reads: "In recognition and appreciation of Fifty Years of continuous membership in the Society this Certificate is awarded to Bird & Son, Inc. by action of the Board of Directors." The society is organized for "the promotion of knowledge of the materials of engineering and the standardization of specifications and the methods of testing."

Dutch Boy Paints
Rockets Away
BIRD & SON inc.
4
East Walpole, Mass.
BIRD

THIRD PRIZE in the Rockets Away Parade of the Epiphany Church, Walpole, in June went to the Bird & Son float. The rocket, complete with monkey, was designed by the Advertising Display Department, Walter Siderwicz and Bill Gradzado doing most of it. Satellite "engineers" at drawing board and blackboard were Gordon Wilson and Frank Nyborn, Jr. (out of sight) of the Flooring Laboratory.

Top of the News

MAIN OFFICE

Among the new employees to be welcomed this month are Marilyn Stewart in the Treasurer's Office, Beatrice Lundgren, Flooring Sales, Carol Ann Bunavicz, Punch Card Accounting and Patricia McQuaid, Purchasing.

We welcome also the following students who are back with us for the summer: Antoinette Puopolo, Betty Lukow, Charlotte Gustafson, Patricia Blair, Shirley Doucette, Joan Sumner, Eleanor Radzwill, and a new girl, Priscilla Rice. Eleanor graduated Cum Laude from Boston College and will teach at Walpole High in the Fall. Betty Lukow, a freshman at University of Massachusetts last year, was on the Dean's List because of her excellent scholastic record.

It's a son, Donald Scott, to Marie Alexander Boyden, formerly of Punch Card Accounting. He arrived June 25. The proud grandmother is Robenia Alexander of Flooring Sales.

Mathew Connolly has transferred from Floor Covering Design Department to the Industrial Division where he will work on the promotion of Linoleum Tile sales to trailer manufacturers and other Industrial Division products. Linoleum has been Mattie's specialty for many years.

Robert Grazado, son of Bill Grazado of Advertising Display, has just been awarded a $350 scholarship from the Massachusetts Grand Lodge, Order of the Sons of Italy. The award, presented at ceremonies at the Statler Hilton in Boston on June 28, was for scholarship, leadership and personality, in which Grazado has excelled at Boston College High, from which school he graduated in June. In the Fall he will enter Boston College for a pre-med. course.

Director of Research, Frank P. Reynolds, and Mrs. Reynolds have just returned from a delightful vacation in the Hawaiian Islands. They flew to the West Coast, then made the rest of the trip by ship.

Dorothy Cronin recently entertained her brother-in-law, Father Ted Cronin of Ireland. Father Cronin has spent many years in the Missions in Tanganyika, East Africa. His new assignment will be in Daytona Beach, Florida.

The 1959 Convention of the Credit Union League of Massachusetts at the New Ocean House, Swampscott wouldn't have gotten off the ground last month without the help of Bird & Son. Joseph L. Coburn, who has just been elected the League's new president, was general chairman of the convention and A. W. Smith, Neponset Credit Union Treasurer was Master of Ceremonies at the convention banquet. Velma Cobb, Assistant Credit Union Treasurer, served on the Credentials Committee.

Mary McDonagh took an early June vacation and spent it on a trip through the scenic Great Smoky Mountains.

Pauline and Hilda Rafuse had an unexpected thrill during their late June vacation in Canada. Although they had not planned it this way, it turned out that their hotel was directly across from City Hall in Quebec City where a special reception was held for Queen Elizabeth and Prince Philip. They saw the entire ceremony in all its red carpet splendor. They hope they got some good pictures, too. Earlier they had seen the Queen's yacht on the St. Lawrence River as it approached the city.

LIGHTNING from an early morning thunderstorm ripped over 30 feet of bark and wood from this oak at Main Office parking area. Another tree was slightly damaged. Tree surgeons expect to save both trees.

Among the early vacationers were Parky Rogers, Anna Eklund, Mary Conton and Ruth Wilson of the Punch Card Accounting, and Arthur Mellin of Credit. Anna Eklund, incidentally, is entertaining her niece and husband who are here from California on vacation.

Another new baby to be reported this month is Doris Wright's brand new baby girl. Doris used to work in Punch Card Accounting.

We are happy to hear that Joseph Doyle is on the mend after his recent operation. We miss him, and hope to see him back at work soon.

The girls in Floor Covering Sales presented Mary Moynihan with a gift of luggage at a dinner party in her honor at the Lord Fox. Mary is leaving to be a full-time housewife. Best of luck to her.

NO. 2 BOX SHOP

Charles Ricker is spending his vacation traveling to Spring Hill, Nova Scotia, Halifax and Yarmouth.

Amos Dixon and his family spent his vacation at Amherst, Nova Scotia.

Ed Bigelow and family went to Canada, and while there they hoped to see Queen Elizabeth on her tour.

A baby boy, Michael Joseph, was born to the Bartley Faherty's on June 6.

NORWOOD ROOFING

Melissa McQuillan, daughter of Roy McQuillan, of the Roofing Laboratory was honored by being chosen to compose and read "The Future" for the Medfield Junior High School graduation.

Jim Mack spent one week's vacation on a Do-It-Yourself program, painting his house.

Richard Davis vacationed at Lake Sunapee, New Hampshire.

Judges for the Miss Norwood pageant held last month included Leonard Weaver of the Roofing Laboratory who represented the Neponset Choral Society, of which he is director.

Gunnar Anderson has moved into his new home in Norton.

Alex MacIntyre and family vacationed for a week in Ontario, Canada visiting with his mother.

Herbert Davis attended a convention as a delegate of Norwood B.P.O.E. at the Mayflower Hotel in Plymouth.

Charles Chorlton and family enjoyed a two weeks vacation in Windsor, Canada.

We are glad to welcome back John Faulkner and Thomas O'Toole, who have been out sick, and we hope to see Harold Mattson, who is now convalescing at home, back soon.

Henry Eklund spent a week's vacation on the Cape at his favorite pastime — fishing.

John Hutchins attended the annual State V.F.W. convention in Northampton, Mass.

We hear that most of the local ponds are well stocked with bass. John Sigmund can fill you in on any of the details, as he has caught his share.

FLOOR COVERING

George Bigelow left for Canada to see the Queen and President Eisenhower officially open the St. Lawrence Seaway. He hoped to film the whole occasion with his new camera.

Alfred Ellis is back to work after a vacation spent in traveling in Michigan and the surrounding area.

Raymond Boyden will spend part of his vacation at Conway, New Hampshire.

Donald Giguere, who has been working nights so that he could attend school, recently graduated from Dean Junior College. Just married on June 27, he will continue at Bird & Son through the summer and in the Fall hopes to attend Rhode Island College of Education in Providence.

We welcome the following new employees: Joseph and Richard Gonsalves of Mansfield and Vito Conforto of Dedham.

We are glad to hear that Charlie Cobb's stay in the hospital was a short one. He is convalescing at home and feeling much better, perhaps will be back to work by the time you read this.

PHILLIPSDALE

We should soon be hearing about Mike Tavares' trip to Portugal. He is expected back in July.

Ed Vatcher has plans to visit his home in Newfoundland soon.

New men who should be welcomed to Phillipsdale include Edward Miller in DPC, Kenneth Allen and Raymond Parent in DPIF, Anthony Conti and John Dugan in the laboratory.

Recent graduates in the families of Phillipsdale employees include Earl Queenan and Stephen Lowry who graduated from the East Providence Central Junior High School, Donald Hamel from the Wentworth Institute, Fred Lowry from the Yale Divinity School and Ronald Queenan from East Providence High School.

Our sympathy is extended to Joseph Queenan and William Queenan, Jr. in the death of their father, to Joseph Medeiros in the death of his father, to Dan Hourihan in the death of his mother, to Joseph Faria

Retired in June

JOSEPH JURGELEWICH, from August, 1920 at the East Walpole Paper Mill. Worked as a Shartle beaterman and later on No. 5 Hydrapulper.

---

in the death of his sister and Pat Clarkin in the death of his wife.

Anthony Rochford, while trying to repair his car, crossed up the motor wires in such a way that he had to give up and get another car. Did he do it purposely?

Ralph William was anxious for spring so he could get his lawn seeded at his new home, and now that it is growing he is having a hard time keeping up with the mowing.

CHICAGO

John Hickey attended his first Pack meeting after son Jackie joined the Cub Scouts. Before the meeting was over John had been made Chairman of the committee for the annual picnic this summer. So he gained plenty of experience in how to feed 500 hungry children and parents. (Incidentally, the picnic was a big success.)

Robert T. Reimann (son of Ted and Mrs. Reimann) was recently commissioned an ensign in the U.S.N. at Newport, R.I. He has been assigned to duty on the destroyer U.S.S. Gainard. Ted Reimann is our Toledo, Ohio area salesman.

During June we were treated to the spectacle of those "high wire" men who were repairing the water tower. These high flyers sure scare some of us poor earth men with the agility and seeming daring in the way they go about their job.

Wood Quin of shipping reports the birth of Frankie Ruth on May 11. Wood now has two girls and three boys. With this growing family he needs his side line of shoe repairing.

We welcome Judy Regan who is with us for the summer, and Barbara Meyer who has returned for another summer to help us out during the vacation period.

Sam Marks spent two weeks at the St. Louis Warehouse filling in while John Cope took his vacation. We understand that John made a fast trip to California visiting some of his family.

Joe Blosky recently underwent surgery at Evangelical Hospital. At last reports Joe was progressing satisfactorily.

Frances Johnson, Sales Dept., drove east with her mother and sister to visit friends in Livingston, New Jersey. Frances reports a fine time while there and also the traveling part of it. She said that the combination of their new Oldsmobile and tollways all the way made ideal traveling conditions.

SHREVEPORT

D. L. Oliver, Jr. had a 20th anniversary with the company on May 30. We celebrated it properly with a decorated cake and a hearty salute from all his co-workers.

Charleston Changes

(continued)

combat missions in the Pacific. Prior to coming with Bird & Son, he worked at B. L. Montague Supply Co. as salesman for the Charleston area. The Jenkins' live in the beautiful town of Summerville with their four sons: Terry, Jeep, Bill and Eddy.

William E. Mazyck, the new shipping foreman at Charleston, has been a worker in the Shipping Department since joining Bird & Son in 1954. Since 1956 he has been the clerk in the department. He served two years in the U.S. Army prior to 1954 and had the rank of corporal. Mr. and Mrs. Mazyck live in Charleston Heights and have one child, a 4½ months old son, Edward.

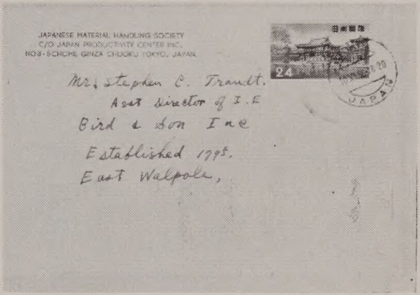
Joseph Q. Shokes, southeastern credit representative, joins this company after four years' credit work with Sears Roebuck and Martin Parry Corporation of Toledo, Ohio and two years with J. C. Porter of Charleston as senior accountant. The Shokes family, including two sons and a daughter, Glenn, 7, Mark, 1 and Karen, 6, live in Sherwood Forest. Joe's Army service was at Fort Jackson, S.C. where he served as an instructor in leadership.

Recent Deaths

James P. Hazlett, 274 Common St., Walpole, died June 10 at the Norwood Hospital at the age of 74. He retired December 31, 1952 from 20 years of service at the Norwood Roofing Plant. He was a finisher on No. 1 Machine. Surviving him is a son, John, and three grandchildren. John was formerly a Bird & Son worker at No. 1 Box Shop. Funeral services were on June 13 and burial in Highland Cemetery, Norwood.

Charles F. Haak, 47 Highland Street, Norwood, died suddenly on June 12 at his home. He was 62. His employment with Bird & Son began in July, 1925 at No. 1 Box Shop. For practically all of his Bird & Son career he was elevator operator and checker. He leaves his wife, Olive, three sisters and a brother. Funeral services were held June 15, with burial in Brookdale Cemetery, Dedham.

John H. Moran, roofing salesman in Long Island, N.Y., died June 15 after a short illness. He had been with the Bird & Son Building Materials Sales Division since February, 1954 and before that had sold for five years for Mall Tool Co. of Chicago. Funeral services were held June 19 in his home town of Clinton, Mass. He is survived by his wife, Anna F. and four children, John H., Jr. 14, Carl, 13, Margaret, 11 and Michael 7.



JAPANESE MATERIAL HANDLING SOCIETY
C/O JAPAN PRODUCTIVITY CENTER INC.
NO3-5CHOME GINZA CHUOKU TOKYO, JAPAN

日本郵便
24

Mr. Stephen C. Trault.
Asst Director of I.E
Bird & Son Inc
Established 1795.
East Walpole,

ALL THE WAY FROM JAPAN. This letter came through without trouble even though the state was omitted. Perhaps the unique "street address" — Established 1795 — helped the postal authorities locate East Walpole.

NOR RAIN NOR ANY OTHER THING can stop a Bird Club Field Day. The crowd was a little thinner, but in spite of poor weather the show went on and hundreds of children enjoyed the rides, the gifts and the eats.

NEW PRESIDENT of the Credit Union League of Massachusetts is Joseph Coburn, long-time Bird employee and director of the Neponset Credit Union.

Joseph Coburn Heads Credit Union League

Joseph L. Coburn, for many years a director of the Neponset Credit Union, was elected president of the Credit Union League of Massachusetts at a meeting of the Board of Directors in the League's headquarters in Boston on June 25.

Since 1957 Joseph Coburn has been first vice-president of the League, serving this year in addition as chairman of the 1959 convention committee.

His interest in credit union activities dates back to 1944 when he was first elected a director of the Bird & Son Neponset Credit Union. He has been a member of the auditing committee since 1951, was vice-president of the Neponset Credit Union from 1949 to 1951, and president to 1953.

It was in 1952 that he first became a director of the Credit Union League of Massachusetts. Since 1954 he has been a director of the Credit Union Central Fund.

In July last year Joe celebrated his 25th anniversary with Bird & Son. Starting on the presses at No. 2 Box Shop in 1933, he transferred to the Paper Mill Laboratory in September, 1935 and has continued to serve there for many years as laboratory technician.

He is the second Bird & Son man to serve the State League in the office of president. A. W. Smith, treasurer of the Credit Union, was president for three years, served actively on the board for twenty-six years and has been an honorary member for seven more.

A secretary's job is easy. All she has to do is look like a girl, think like a man, and work like a horse. — Burton Hillis in Better Homes & Gardens magazine.

Legion of Honor Salutes Mr. Bird

At ceremonies in early June at the French Consulate in Boston, Charles Sumner Bird was promoted to the grade of Officer in the National Order of the Legion of Honor. M. de Pompelonne, consul general of France in Boston, made the citation, which reads as follows:

> Charles Sumner BIRD, Officier of the Legion of Honor:
>
> Former President of the American Aid to France after the second world war, former President of the France-America Committee of Boston (1948-1953), former delegate for Massachusetts of the Bi-Centennial of Lafayette in 1957, active in numerous American organizations devoted to France and particularly in the American section of the French language Press of which he accepted the presidency, the New England Committee of the American Society of the Legion of Honor of which he is Vice-President and the French Center in New England of which he is a devoted director.
>
> Always ready to defend vigorously the cause of Franco-American friendship, especially in moments of French or international crisis, Mr. BIRD, by his writings, his addresses and his conversations in the influential circles he frequents has made a great contribution to a better understanding of French problems and to a deeper love for France in this area of the United States.
>
> Chevalier of the Legion of Honor since 1948, Mr. Charles Sumner BIRD has earned the gratitude of the French Government, in token of which he is promoted today to the grade of Officer in the National Order of the Legion of Honor./.

New Manager Southern Field

On July 1 Sales Manager Arthur J. LeBlanc announced the appointment of William T. Evans, Jr. as southern field manager in the Floor Covering Division. He takes over the duties which have been handled by Stanley Blackmer, who will now devote full time to his work of assistant to the sales manager.

Mr. Evans has been with Bird & Son since June, 1957 as a floor covering salesman covering Alabama and Southern Louisiana. Before joining the company he had been a salesman with our former Birmingham distributor for four years, and managed an appliance store for two years, and managed the furniture and appliance department of another store for four years. This background has given him a keen understanding of the problems and needs of floor covering dealers and distributors.

The Evans family lives in Birmingham, where Bill is very active in his church as director of training. There are two small children in his family, aged 4 and 6.

BIRD & SON, inc.
Established 1795

E. Walpole, Mass.

Return postage guaranteed

BULK RATE
U. S. POSTAGE
PAID
East Walpole, Mass.
Permit No. 1

BIRD REVIEW

NEWS DIGEST

Vol. 47 No. 8 · Published for Bird & Son, inc. employees and their families August, 1959

Mr. Anderson Comments on Three-Year Pledge to Hospital Building Program

"Since Bird & Son and Bird Machine employ over 2200 in this area, we believe it is our civic and moral responsibility to give strong financial support to the Norwood Hospital Building Program," said President A. H. Anderson. He was commenting on the recently-announced joint subscription of $149,000 from Bird & Son, inc. and the Bird Machine Company, to be paid over a three-year period.

In a statement prepared especially for the *Review,* he went on to say:

"For some time the Norwood Hospital has been overcrowded. We realize how important this hospital is to the health of this community. In Bird & Son alone over 85% of our families live in towns served by the Norwood Hospital. Our insurance department informs me that last year over 800 Bird & Son and Bird Machine employees or members of their families used the Hospital. The community has grown and now the Hospital needs to grow with it.

"Although we are still recovering from unfavorable business conditions of last year, the Bird & Son management believes strongly in its responsibilities as a corporate citizen. Our pledge followed the pattern or formula of $67 per employee in the area, as suggested by the corporations committee of the Fund drive. The formula is based upon the cost to the hospital of creating new facilities which em-

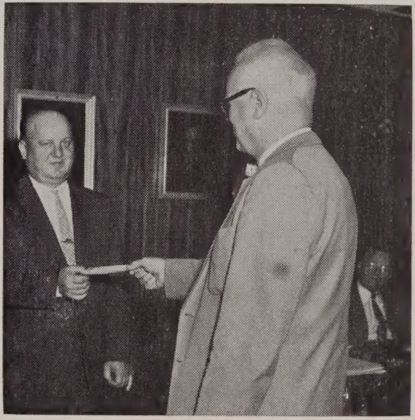
(continued on page 2)

FIVE HUNDRED DOLLAR AWARD TO CHARLES MAKAREVICH OF TRAFFIC

Charles Makarevich of the Traffic Department has just been awarded $500.00 for an excellent suggestion on the consolidation of freight. Through certain consolidations between divisions, a substantial amount of money has been saved by being able to apply the carload rate instead of the less carload rate, which is much higher. Makarevich received his award at a meeting of the Administrative Committee on July 20.

Also in July two Western Division Building salesmen received special awards of $25.00 each for suggestions which showed ingenuity in promoting the sale of two products. Earl Baker's suggestion was for Ranch Roofing promotion and John Williams' for a Wind Seal sample folder.

Nicholas Ferrara, FFG, and Joseph Roslauskas, FBV, each received an additional award of $20.00 for reaching another five accepted suggestions mark. Roslauskas also received an additional award of $15.00 for a suggestion which has now proved to be a money-saver and has been reclassified.



AWARD OF $500 is handed to Charles Makarevich, Traffic Department, by President A. H. Anderson. Charlie suggested a method of consolidating freight charges which has resulted in a substantial saving to the company.

Regular Awards

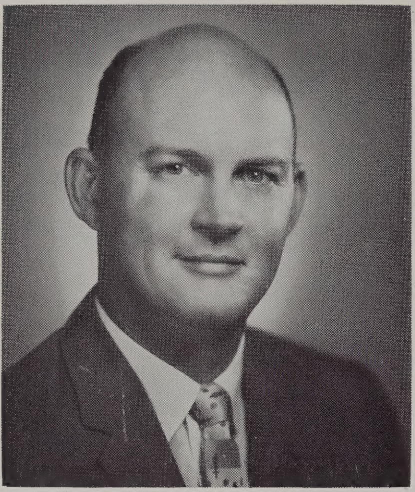
Gunnar Anderson, FBM	$25
Augustine Brown, FFT	20
Francis Brown, FBPM9	20
Frank Chickering, DPJ	20
James Hammond, DPRE	20
Daniel Hourihan, DPIF	20
Philip Leon, FSPM1	20
Edward Martin, FKPM1	20
Edmund Mucinskas, FBV	20
Dominic Restaino, FBPM1	20
Joseph Roslauskas, FBV	20
Anthony Utorka, FBV	20
Julian Varnes, FKPM1	20
Edmund Wenstrom, FBM	20
Robert Wotherspoon, DPI	25
Andrew Wright, FBM	20
Earl Baker, CEW	5
Nicholas Ferrara, FFG	5
Donato Marollo, FBI	5
John Williams, CEW	5

Changes in Rules

By vote of the Suggestion and Executive Committees, two changes have been made in the rules of the suggestion program.

1. One more item has been added to the list of ideas which are considered routine and not eligible for awards: *standard ductor blades.* These have been placed

(continued on page 2)



John E. Evans, Jr.

New Sales Service Head For Shreveport Office

John E. Evans, Jr. is the new sales service manager for the Shreveport office. He has just taken over for J. Kent Colvin who replaces M. E. Roach as salesman in the San Antonio territory. Mr. Roach, in turn replaces T. D. Blanchard in the Houston territory. Last June T. D. Blanchard was named sales manager of the Gulf District, taking the post left vacant by R. D. Jenkins upon the latter's promotion to southwestern manager.

Mr. Evans is a native of Shreveport. After graduation from Byrd High School he joined the Air Force and remained in service until 1945. He attended Centenary College, Shreveport, for a year and a half, then transferred to Louisiana State University in Baton Rouge where he graduated in 1950 with a B.S. degree.

Before joining Bird & Son he was employed by Lemieux Brothers, consulting foresters in New Orleans. In April, 1954 he became a laboratory technician for Bird & Son at Shreveport, working on roofing test decks until transferred June 8 to the position of sales service manager.

He is a member of Kappa Alpha fraternity. His hobbies are fishing, hunting, bowling and athletics in general. He and Mrs. Evans reside at 235 East Linden Street in Shreveport.

". . . the broad social responsibilities of a corporation can be fulfilled only if that corporation is successful. Funds for such a purpose come from only one source — profits." — Russell DeYoung, president of Goodyear Tire and Rubber Company.

Long Service List

September

Name	*Year*	*Dept.*	*Years*
John E. Clancy	9-7-09	Finishing Mill	50
Walter E. Downs	9-11-24	Maintenance	35
Everett R. Tripp	9-18-24	Floor Covering	35
Claude T. Smith	9-20-24	No. 1 Box Shop	35
Hilton H. Taggart	9-20-24	Floor Covering	35
Arthur E. Doderer	9-24-24	Paper Mill	35
R. Warren Graffam	9-29-24	Floor Covering Sales	35
Dorothy R. McEleney	9-18-29	Office	30
Ludger G. St. Cyr	9-30-29	No. 2 Box Shop	30
Ramona Chicoine	9-6-44	No. 1 Box Shop	15
Robert O. Weger	9-11-44	Maintenance	15
Leo F. Murphy	9-13-44	Maintenance	15
Margaret Keenan	9-20-44	Floor Covering	15
Joseph Saunders	9-7-49	No. 1 Box Shop	10
Daniel Devine	9-12-49	No. 2 Box Shop	10
Angeline Purpura	9-12-49	No. 1 Box Shop	10
Nikander Lapuszynski	9-20-49	Paper Mill	10
Stephen E. Hogan	9-28-49	Finishing Mill	10
James B. Clements	9-1-54	Roofing Sales	5
Gunnar Lundquist	9-3-54	No. 1 Box Shop	5
Edward F. Brown	9-7-54	Military Service	5
William E. Morrissey	9-7-54	No. 2 Box Shop	5
Aime Langlois	9-8-54	No. 2 Box Shop	5
Winfield D. Bell	9-20-54	No. 2 Box Shop	5
Charles A. Kallstrom	9-20-54	Military Service	5
Roy A. McQuillan	9-20-54	Roofing	5
Randolph G. Howard	9-24-54	No. 1 Box Shop	5
John Curran	9-27-54	Paper Mill	5
Frank G. Giandomenico	9-28-54	No. 1 Box Shop	5
John Pelypec	9-29-54	Floor Covering	5
New Britain			
Stanislaw Mackiewicz	9-14-54		5
Phillipsdale			
Manuel Oliver	9-30-24		35
Darrell H. Pierson	9-13-54		5
Chicago			
Michael O'Shea	9-1-49		10
Shreveport			
Curtis Salone	9-14-49		10
Clifton Alexander	9-8-54		5
Charleston			
Arthur G. Marsh, Jr.	9-1-49		10
William E. Mazyck	9-27-54		5
Gary			
Ernest Shriver	9-29-54		5

DAFFY DEFINITION

"Work" — something that when we have it we wish we didn't; when we don't have it, we wish we did; and the object of most of it is to be able afford not to do any some day.

Hospital Building Fund

(continued)

ployees of a firm and their families will constantly use. If Bird & Son, Bird Machine and other local corporations did not meet their obligations, even at some sacrifice, then individual citizens would have to be solicited for larger subscriptions in order to achieve the million dollar goal. We hope our subscription will lead the way to a successful drive so that the much-needed expansion program can be assured."

The $2.2 million program announced by the Hospital includes a four-story building plus extensive remodeling so that 100 more beds will be added to the present capacity of 157. This will be financed in part by the million dollar Building Fund. The remainder will be raised by borrowing. In addition to subscriptions from business concerns and large individual givers, subscriptions to the Fund will soon be solicited from all citizens in the towns served by the Hospital.

Suggestions

(continued)

in the same category as standard guards, lights, drinking fountains, and similar items.

2. In the list of awards the wording of one item has been changed to read *"Accepted* suggestions on which patent is obtained and assigned to Bird & Son, inc. — $100. The word "accepted" has been added.

2nd BEST SUGGESTION of 1959
BEST SUGGESTION of 1959
3rd BEST SUGGESTION of 1959

WILL YOU BE IN THE PICTURE when the year-end awards are made? There are still over four months left in 1959. Somebody will be the top winner — or second or third. It COULD be you. First award — $200, second — $100, third — $50.

CAPITAL IS ESSENTIAL IN ANY BUSINESS

IT'S FUNNY HOW, SOMETIMES, perfectly good words can take on a sinister meaning. More often than not, they don't *take on* this meaning — they have it given to them. Take the word *capital,* for instance.

There's nothing the matter either with the word capital or with capital itself. In business, capital is merely that part of the earnings which has been set aside for purposes vital to a successful continuation of the business which provided the earnings.

Competition being what it is, no sane business can stand still and expect to prosper indefinitely. It must constantly keep in mind the changes in trend and fashion. It must be in a position to sparkplug these changes and take full commercial advantage of them while the competition is still wondering what hit him.

This means never-ending research and experimentation. It means taking a calculated risk on an innovation which may or may not pay off. It sometimes even means matching a harebrained scheme, dreamed up by a competitor, on the off-chance that the off-beat gimmick may hit the jackpot.

These vital aspects of sustaining a successful business can only be achieved by the spending of money. And that money comes from the capital or profit which is deliberately set aside for this purpose, or from a loan against future earnings.

How many times have you driven by a closed bowling-alley, a derelict restaurant or a shuttered store and heard these grim failures explained away with the words:

““They couldn't make a go of it. They didn't have the capital.”

News Briefs . . . .

Vacation Cabin Roof

On page 13 of the August issue of Woman's Day magazine is an intriguing article on a new kind of summer cabin. The story describes, with full-color pictures, how an inexpensive structure can be built in steps — first the shell, then the equipment later, as time and money permit. For full roof protection the owners chose Bird Wind Seal shingles, identified by name in the article. Modern design, modern shingles, — an effective promotion of our product in a popular publication. The vacation cabin is located in New Canaan, Connecticut; Miles Hubbard is the salesman who handled the account.

Over an Acre

More than an acre — 45,360 square feet, to be exact — of roof insulation made at Phillipsdale is being installed on the roof of the new addition to St. Catherine's Parochial School, Norwood. The 800 bundles, stacked on the school grounds waiting for the roofer, made a large pile and were noticed by many Bird employees.

Light Lock

We learned about a light lock when we visited the new photographic laboratory at the Floor Covering Plant. This area, which had to be relocated to make room for the new rotary equipment is now on the second floor of the remodeled rotary machine building. It consists of the photography room with its 31 inch tri-color camera and a fully equipped dark room. There are no doors between the two rooms. Instead there is a device called a labyrinth or walk-through light lock. This is a passageway whose walls form a reverse letter S. Although the photographer can walk freely through this twisting passage, no light can penetrate from the fully lighted room to the dark room. Bob Garner tells us that he saw the idea first at Eastman Kodak's laboratories in Rochester. Another local installation is at the Norwood Hospital.

Blue Ribbon Homes

Again Bird Roofs are featured in the Saturday Evening Post Blue Ribbon Home Promotion. This was used successfully by many home builders in 1958 and by about 80 builders this year. Under this program, any builder who uses 25 or more products advertised in the Saturday Evening Post reaped the benefits of a national and carefully planned advertising campaign designed to help sell more houses. Thousands of families read the Post each week. To call attention to his use of nationally advertised products, each participating builder's name was listed in a full-page advertisement in the May 23rd issue. Model homes, constructed by these builders, are featured as Blue Ribbon Homes in local advertising, which ties in; the buying public sees the national and local advertising, then visits the model home where the products are in actual use.

Most Popular Color

A recent tabulation of Eastern Division sales of Master-Bilt, Wind Seal, Architect and Super-Bilt Shingles shows that white shingles are leading in popularity by a wide margin. The percentage of 29.1% is more than twice as high as the next color, Black, in the Master-Bilt group.

In Wind Seals Snow leads Frost Blende by 8.4%; the Polar White color in Architects leads Royal Ermine by about 16%; and in Superbilts Snow has a percentage of 40% with Spring Green trailing at 14.5%.

The preference for white, or nearly white, colors is further proven by the popularity of Frost Blende or its equivalent which stands in second place in Architects and Wind Seals and third place in Master-Bilts.

Top of the News

MAIN OFFICE

We have enjoyed renewing acquaintances with various division managers and salesmen who have come to East Walpole during the past month for special meetings. In mid-July the Horticultural Division salesmen were here. At the end of the month all Building Materials Division district and division managers were at East Walpole for three days of discussion of plans for the next six months' sales activities. On July 31 and the first three days of August all mobile home agents of The Industrial Division attended a sales meeting at the home office and at Bass River, Cape Cod.

Also in June at Chicago and New York all Floor Covering salesmen and field managers attended meetings laying plans for the reception to the new 16/4 Vinyl which will be on the market early in the fall.

The First Baptist Church at Montpelier, Vt. was the setting for the marriage of Miss Eleanor Bugbee and Bruce C. Pulsifer on Saturday, August 1. Members of the Industrial Engineering Department journeyed to Montpelier to attend this happy occasion. Bruce, a graduate of Norwich University, is a teacher at the Hollis School in Braintree. Mrs. Pulsifer is in her last year of training at the New England Baptist Hospital. The couple will live in Boston.

Welcome to Bernard Tracey, new Building Materials salesman for Long Island, who joined us on July 20.

Alice Wenstrom of Stenographic took an early vacation in June to attend the tennis matches at Forest Hills, N. Y. While there she got together for a luncheon date with Kitty Walsh who formerly worked in our New York Office until it closed last February. Kitty wished to be remembered to all her Bird & Son friends.

Julie Kucab of Stenographic enjoyed her vacation camping out at Southwest Harbor, Maine.

Congratulations to Barbara Hanks who graduated from the Northeastern School of Business in June with an Associate Degree in Management. Barbara's desire to get further education was a strong one as the ceremony in June marked the end of seven years of evening study at the university, attending two nights a week.

Alice Donovan of Stenographic spent the first part of her vacation touring New Hampshire and the White Mountains. Later she flew down to New Jersey to visit relatives.

Emily Fornaro, Stenographic, spent her vacation visiting relatives in her home town, Calais, Me.

Alice Holmes and Louisa Graham vacationed in Wareham.

Everyone in Floor Covering Sales will be delighted to know that Charlie Tyson, retired Floor Covering Field Manager, is enjoying the best of health. The Stan Blackmers recently spent three days with Charlie and his wife in Michigan. The Tysons divide their time between their Michigan farm in summer and St. Simon's Island in southern Georgia in the winter.

Stan Blackmer's daughter, Ann, was married in Atlanta in June to Dudley Atherton III. Ann, a graduate from Wheaton College, has been teaching in Atlanta for the past two years. Her husband attended Brown University and is now working for a record company in Scranton, Pa. where they are making their home. Parks Stewart, Atlanta floor covering salesman for Bird & Son, was an usher at the wedding.

Anne Lindsay, Margaret Forrest and a friend have returned from a two week trip through Nova Scotia and report a very enjoyable time.

Jack Reardon is now enjoying a vacation on the Cape.

E. L. Chamberlain now has a little summer house on Kegan Lake, Centre Lovell, Maine, which he bought while up there on his vacation.

EAST WALPOLE MILLS

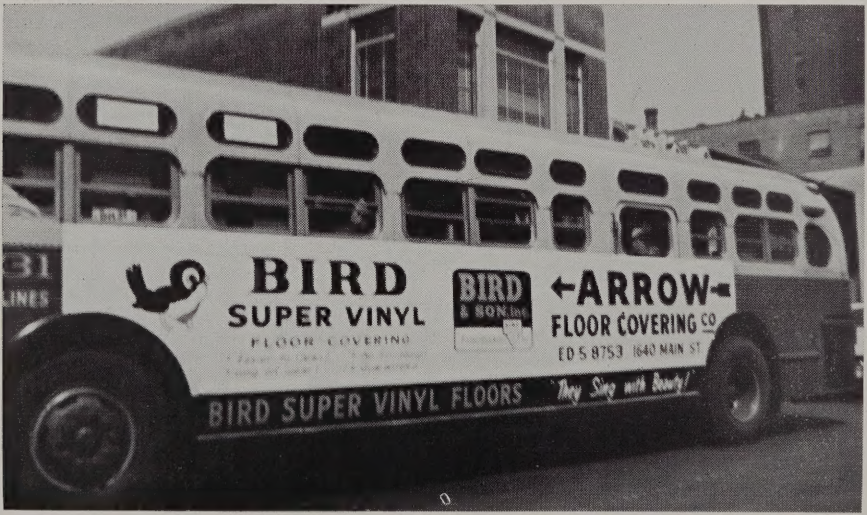
Maintenance

Harry Godkin spent his vacation painting his property at White Island, Wareham.

We wish Joe Emerson a speedy recovery from his long illness and a quick return to the troops.

PIERRE JAY
THE FIRST BANK COMMISSIONER
MASSACHUSETTS

JOSEPH L. COBURN, left, of the Neponset Credit Union served as Chairman of the Memorial Committee which unveiled this bronze plaque in the State House Lobby last June. Pierre Jay was the first Commissioner of Banking in the Commonwealth and father of the Credit Union movement in the United States, which was started in 1909. First industrial Credit Union was the Neponset Credit Union in 1913. Others in the picture are Mrs. Pierre Jay, widow, and Edward Counihan, III, present Banking Commissioner.



BIRD SUPER VINYL FLOORS are featured on this dramatic bus ad in Bridgeport, Connecticut. The colorful sign was made by Advertising Display. Arrow Floor Covering Company is one of our good Connecticut accounts.

Jack Folan has just returned from Cape Cod where he participated in the Capeway Miniature Golf Tournament, placing twelfth.

Welcome to Michael Mike, new millwright, who has just joined us. He formerly worked in Framingham.

The Ivatts men (Bill, Sr., Bill, Jr. and Bob) spent their vacation at Hog Island, Bristol, R. I.

We are pleased to have smiling Mary Carpenter with us. She is filling in for vacationing Frances Fulton of the Machine Shop Office.

Frank Paine is busy with his dugout on White Island Shores these summer weekends.

Finishing

Evelyn Balduf and Mary Brady enjoyed their vacation in New York and Philadelphia.

A baby boy was born to the Robert Farnells on July 19.

The Albert Ventolas are entertaining Mrs. Ventola's parents who are here on a three months' visit from La Rochelle, France.

No. 1 Box Shop

Mrs. Lynch of Scotland is here to visit her brother and sister-in-law, Mr. and Mrs. Henry Doudie of East Walpole for two months. Henry has been busy catching up on his home town news.

Harold Higgins of Corrugated Cases Dept. and Vincent Lestan of Solid Fibre Cases Dept. have been out sick several weeks. We hope they will be back to work soon.

The Shipping Dept. is happy to welcome Mrs. Josephine Boucher of Holbrook as a new member of the office.

No. 2 Box Shop

We hope to see back soon several that are out on the sick list: Joseph Ralkavich, Everett Granger, Bruno DiCicco and Carl Wenstrom.

We welcome Ronald Pelinski, Frank Bilotta and John Curran who are with us for the summer months.

Ambrose Fitzpatrick spent his month's vacation at Hyannis.

NORWOOD ROOFING

Roy Walton with his wife and son David vacationed at Agawam Beach, Wareham. Roy is displaying a real healthy tan.

Ask Ray Bearce to tell you about the 3½ lb. salmon he caught while vacationing at his summer home at Sebago Lake, Me. We'll be showing you a picture of it in the September issue.

James Mack with his wife and son Jimmy are vacationing at Hampton Beach, staying at their favorite hotel, the Marycliffe.

Priscilla MacKenzie spent her vacation in New York visiting with her sister.

David Tavares had the misfortune to get a severe ankle injury while digging clams on his vacation at Duxbury Beach.

John Instasis took his family to Maine for a week.

Herbert Pratt spent three weeks at Atlantic City and made a few side trips to Monmouth Race Track.

Harold Costello made his yearly camping trip to New Hampshire.

Russell Blake spent a week visiting his family in Maine while Enrico Ranaldi gave up a trip to Florida to work on his house.

Nick Radzwill spent a week golfing and has a case of poison ivy to show for it.

Pat Famiglietti keeps busy every weekend running his store at Rose Point, Cape Cod. He says all Bird employees are welcome to free cokes. Pat will spend two weeks at Camp Drum training with the National Guard.

FLOOR COVERING

John McLatchey had a good trip to Quebec in his new car on his vacation, seeing the sights of our neighbor country.

John Didik and Joseph Zoppa were seen down on the Cape fishing for the big ones.

Tony Auretto still has the best luck of anyone at the Floor Covering Mill when it comes to raising both the largest and the first tomatoes of the season.

We welcome Francis Prisco back to work after his accident.

We are sorry to lose a good fellow and worker. Clifford Johnson is going to leave us to work for a local furniture store.

Eric Soderlund was seen on the ocean, off Lynn in a — what else! — 28-foot luxury cruiser. That's smooth sailing anywhere!

PHILLIPSDALE

Joe Wynne is not very happy with his vacation. He claims he had only one day of sun out of almost two weeks at the Cape.

Farmer Anthony Rochford had the same trouble, except in his case he had planned to paint his house. Since the paint was all mixed he had to ask for another week off to do the job.

Jane Olney was the guest of honor at a going-away party on July 24 when many of her friends at Phillipsdale dropped by to wish her well in her new position. She was given a set of hardware for the fireplace in her new home. We wish her well in her new position with the Sun Oil Company.

WALPOLE WOODWORKERS

NO SCRATCHES HERE when you use the Bird corrugated car top carrier. Made at No. 1 Box Shop and imprinted with the customer's name, the carriers come in sets of two, for front and back. The weight of the material carried — which has to be tied on anyhow — holds the carriers in place.

The Walpole Woodworkers say that they find these very satisfactory for holding up outdoor furniture as well as posts and fence sections which their do-it-yourself customers haul away. Another frequent customer is the City Lumber Co. of Bridgeport, Conn., where the carriers are used to carry plywood and other large pieces of lumber. The men in the picture are Kenneth Treen and Henry Daniels of the Walpole Woodworkers.

Our sympathy is with the family of John Rogers in the recent death of his brother, Philip, in Fall River.

CHICAGO

We want to welcome back Ronnie Snyder from his stint in the service with Uncle Sam. Ronnie spent the past few months at Fort Knox, Ky.

Sam Marks spent his two weeks vacation at Camp McCoy. This wasn't too bad, he reports, especially since it was his last tour of active duty.

We were pleased to have visits this month from Frank Reese of Reese Central Wholesale, our Indianapolis distributor; and Dick Askue of Askue Supply Co., Cleveland, Ohio.

Several of our people attended the International Trade Fair at Navy Pier. All report it was quite an affair but pretty crowded.

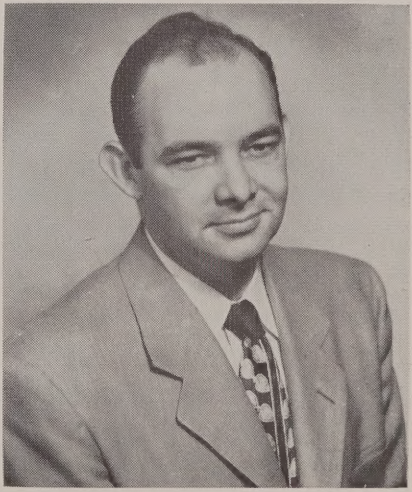
We are happy to report that Joe Blosky is progressing well since his recent operation for gall stones and should be back on the job before long. (Just a year ago Joe's wife had the same operation.)

We are sorry to hear that John Simpson and Mike Morgan were hospitalized and hope they will soon be back in good health.

Recent arrivals include another daughter for the Anthony Christophers. Tony is president of the Local Union. The Joe Warfields also have a new daughter. Joe is cutter Operator on No. 6 Machine.

As usual, on his vacation Tony Soltan headed for Dover, Delaware where his daughter and her family reside. Of course, Tony spent most of the time with his grandson Mark Moss.

Marge Hoey spent a week with friends at Genoa, Illinois.



WILLIAM T. EVANS, JR., new southern field manager, Floor Covering Division, whose promotion was reported last month.

Harold Altman spent his vacation at the farm near Valparaiso, Indiana. Harold has his fish pond so he doesn't have to travel far for his favorite sport.

We are glad to hear that Otis Thompson is progressing favorably after his injury. Otis has had two operations on his injured knee. We all hope he will be back soon.

Kenny Somers, our Indianapolis Salesman, was hospitalized for surgery. We all hope he is feeling much better now.

We welcomed our annual visit from the two Georges — Nelson and Smith — our internal auditors, who were here the week of July 27th.

We welcome back Agnes Gunnarson of Bird restaurant. We like the new look of the kitchen with its new stove and table and

(continued on page 6)

Top of the News

(continued)

refrigerator, as well as the new tables and chairs in the dining room.

Roswell Dodge says there is no place like Vermont for a vacation.

Nick Aherns enjoyed a month's vacation traveling in Colorado and California. Nick travelled by car and did all the driving while Mrs. Ahrens took it easy and enjoyed the scenery.

CHARLESTON

Welcome to our new storekeeper, Howard Holloman, who formerly worked in the Boiler Room. Best wishes to him on his new job.

A farewell party for Charles McDonald, former purchasing agent for the Charleston plant, was held at the Sands Restuarant. Charlie, a transplant from E. W., led a congo line waving a rebel flag to the tune of Dixie through the entire restaurant. Needless to say, a good time was had by all who attended.

June Meyer, vacationed in Jacksonville, Fla. with her family for a week.

Due to relatives arriving from out of town, Janette Cannon, spent her vacation at home.

Jean Minshew had a wonderful vacation at home on Johns Island especially due to the fact that her mother and other relatives visited from Texas.

Mrs. Mary Rakoske, recently gave birth to a fine baby girl. Both mother and baby are doing fine.

Bill Wilson, and family travelled to Washington, D. C. during his vacation. He was able to attend a horse race while there and from all reports did not do too badly at the windows.

William Freegard, and family, spent a much deserved vacation for 2 weeks beaching in Florida. He returned with a native tan which was envied by many.

John Burn spent several days at Daytona Beach, Fla. with his family. His only complaint was that it did not last long enough.

SHREVEPORT

Gladys Bryan just returned from a very delightful vacation trip with friends that took her all the way to Canada. Along the way they visited Mt. Rushmore in the Black Hills of South Dakota, the Bad Lands and many other interesting points, including the Black Hills Passion Play.

Joy Davis enjoyed a week's vacation in Florida. Her sun tan is proof of the time spent on the beach.

Edwin Sompayrac spent part of his time in Winnfield working on his house and then made a trip to Galveston deep sea fishing.

Kavat Loe and Phil Johnson spent a week in Jonesville fishing and relaxing.

Vivian Wilson and Gertrude Salter spent a week in Hot Springs, Arkansas with Wynn McPherson. They had a wonderful time and said that Wynn, a former sales correspondent, is recovering from her operation very nicely.

Since Wick Guice was transferred back to the office, he has been enjoying visits from a number of his dealers and friends from Kansas. By the way of entertainment, Wick and Mary Blanch took some of them to New Orleans.

O. N. Sherburne was all smiles over the recent new grandson, David Scott Crowe. David's mother is Mr. Sherburne's daughter and a former employee of this office.

We are very happy to welcome Opal Clay to our Sales Department. Also Judy Walker in our Mail Department.

We are very glad to know that Claude Ragsdale is feeling better and is out of the hospital. We wish him a speedy recovery.

BOOSTERAMAS CONTINUE to aid the sale of our entire floor covering line. Seated here are two dealers with Bird representatives and officials of Esjay Distributors of Wilkes-Barre. Left to right, Thomas Paquette, salesman, Paul DeChellis, Field Manager, dealer, Seymour Katz, distributor salesman, Joseph Coplan, President of Esjay Distributors and another dealer.

TO SAY GOOD LUCK when Terence Jenkins was promoted to assistant purchasing agent at Charleston, the boys in the Maintenance Department presented Terence with a fine wrist watch. Making the presentation is George Davis. In the picture are, left to right: Thomas Williams, James Kinsey, Terence Jenkins, Horace Butler, Loe O'Neal, Edmund Johnson, John Caddell, George Davis, Jefferson Wimberley, Wattie Smith, Boyd Hutto and Charles Higbee. Eight others in the department were not present for the picture.

Recent Deaths

John W. Yeomans, East Walpole Finishing Mill, died suddenly July 12 at his home in Canton. He was due to return from vacation the next day.

He joined Bird & Son on November 4, 1953 after working several years for Westinghouse and a short time for Bethlehem Steel. Since 1957 he had been a small slitter operator at the Finishing Mill.

Surviving him are his wife, Helen and three sons, John, 23, Donald, 19 and Gerald 14. Funeral services were held in Canton on July 15.

Jack Mello Cabral, retired, died July 15. Starting at Phillipsdale in June 1926 he worked over twenty years as a yard man and janitor. He retired June 30, 1949. His wife, Mary, survives him.

The day is gone when only a relatively few Americans can be called capitalists. The title "capitalist," which for years was used by foes of our economic system, is now shared by 12,490,000 Americans. One out of eight adults in this country is a shareholder in some company.

— Bridgeport Brass News

OUR RED RIVALS

(Continuing the article on Russia which started in the June Review)

By Harold Mansfield

II

In school, in the factory, at the art exhibit, *work* is touted as the basic virtue in Russia. The brass ornament on your hotel room desk consists of three men bent low and pulling a load. The sculptor has made them appear to enjoy it.

Waiting on the street, you talk with a man about jet transports and things. "Are you pleased with Russia's progress in industry and science?" you ask.

"Naturally."

"Why?"

"Because it makes more work."

By the swan pool in Gorky park you ask a keen-looking lad what field he wants to enter when he grows up.

"Science."

"Why? Because of the high pay? Fame?"

He wrinkles his forehead. "Because it is useful," he says.

On the deck of a Sunday afternoon boat up the Moscow River you slide onto the bench beside a man in work clothes, taking a bundle of berry bushes home to plant. He is a skilled mechanic in a nearby factory. You talk with him about his work. "Do you get paid more every year?" you ask.

"Not necessarily. We get paid more when we do more and better work."

"Do you think this is a good system?"

"Da. Good."

A big, brightly-colored factory poster shows a vigorous youth pointing to a minute on the clock. "Watch the working minute!" he cautions. "Time is the people's wealth." A chart shows how much steel, coal, sugar, housing is produced "in our country" per working minute.

"In *our* country, everyone works," the people tell you with pride.

Then they ask about your country. "Is it true there are four million unemployed?"

You explain: "At present the prices on some things have gone rather high and people are not buying as they did. Wages and prices are high. But the state pays those who are out of work."

ВРЕМЯ—НАРОДНОЕ БОГАТСТВО
БЕРЕГИ РАБОЧУЮ МИНУТУ!
ЗА ОДНУ МИНУТУ
В НАШЕЙ СТРАНЕ

RUSSIA'S CONSTANT emphasis on out-put per man hour is illustrated by Soviet factory poster which declares: "Time is the people's wealth. Watch the working minute." It shows the amount of production accomplished in a single minute by various segments of Russian industry in 1958. Photo by Harold Mansfield.

"How much does a skilled worker make in America?" asks his Russian counterpart, who earns 1,200 rubles a month — or 60 cents an hour, figured at ten rubles to the dollar. (Tourists are given ten rubles to the dollar. Official exchange is four to the dollar, but based on prices, ten to one seems nearer correct.)

"In America he gets $2.50 to $3 per hour; maybe more," you say.

He is thoughtful, possibly incredulous.

You are thoughtful. You begin to see the problem in an unwelcome light.

Khruschev spoke of the communist economy "proving itself" and "transforming itself into a world economy through peaceful competition." This competition, obviously, is to be in the world market. On one side is America, with its highly priced man-hour. Up to now it has made good that high cost, by machinery and tooling and mass production. But here you find Russia setting up with deliberate care the same mass-production technique, with low-cost man-hours. You quickly decide America will not relinquish its high pay, because it makes purchasing power. You see a challenge of immense proportions looming before United States industry: How to match a coming giant rival whose ideal is output, not pay.

Before your eyes, you can see the seeds of the great contest being planted. Hotel lobbies and dining rooms are teeming with foreign guests — Asians, Africans, a South American talking business with a Russian host across champagne and caviar. Seeds of peaceful competition.

A strange thought crosses your mind: a future Russia emerging from the iron curtain and America withdrawing behind the dollar curtain, priced out of the market, left trading with itself. 'Could it be?" you ask yourself.

You meet a young man from West Africa, jet black, intelligent of speech, a student. He has just visited China, watched the great anti-American rally in Peking. He is touring Russia and western Europe. "I'd like to see America," he says, "but it costs too much."

"A round trip flight from London to New York is down to $450 now, economy fare," you tell him.

"But it's the hotel, the meals, the living costs," he says. "I can't afford it."

America's problem.

You consider an out. Soviet state-owned industry may fail to prove itself; may never be able to produce an equal product for less money. American ingenuity is too much for them. Or is it?

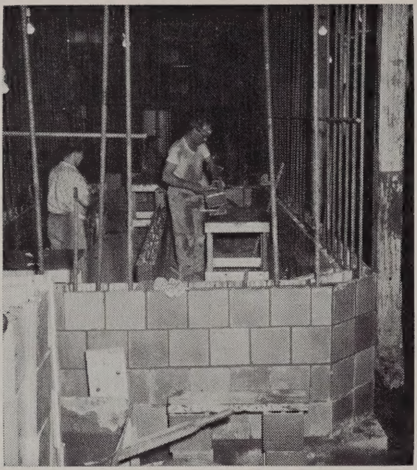
It's time to go into some Soviet plants, talk to the directors, the engineers, the trade unions. See for yourself how they're doing. You set out.

(To be continued)

Choral Society to Resume Rehearsals

Rehearsals for the Fall season of the Neponset Choral Society start Monday, September 14. The time: 8 P.M. The place: Bird Hall in East Walpole. Director Leonard Weaver says there is a cordial invitation for everyone who likes to sing. Formal voice training is not a requirement.

The work chosen for the December concert is Brahms' Requiem, a challenging and very beautiful work which has not been sung in this area in recent years.



NEW JORDAN LINING STOCK CHEST for No. 2 Paper Machine. This is one of the major installations completed during the July vacation shut down. Workmen are from Stebbins Engineering of Watertown, N.Y.

Now You Can Attend College on Credit

The increasingly high cost of a college education has inspired its own solution — college on credit. Educators have borrowed a trick from commerce and are pushing "study now, pay later" plans designed to help their customers meet rising fees.

After all, they reason, people go into debt for cars and refrigerators happily enough, why not for schooling?

It isn't a new idea; some states, in fact, have been offering college loans for a quarter century. Until recently, though, they had few takers, says *Better Homes & Gardens* magazine. Students who couldn't afford college without help preferred summer jobs, part-time work, and scholarship assistance. They didn't relish graduating in debt.

But within the past year or so, three circumstances have given pay-later education a new push. First, students had trouble finding jobs during the recession, and lacked cash. Second, colleges reasserted their need, insisting, after Russia's sputnik was launched, that revenue would have to be boosted to meet the challenge. Third, the National Defense Education Act was passed, providing, among other things, federal funds for an ambitious student loan program.

The government project is the most significant of these factors, offering, as it does, the advantage of a long-term loan service without the usual drawbacks, the magazine reports.

No interest is charged until a year after the borrower leaves school, for instance, and then just three per cent annually, with 10 years to pay. This is far below commercial rates. Also, no collateral is demanded; endorsement by an accredited school is enough. By terms of the law, any full-time student in good standing who shows financial need can be recommended, with special consideration going to future teachers and to anyone studying science, mathematics, engineering, or a modern foreign language. Teachers hold a further advantage: half their debt is cancelled, at the rate of 10 per cent a year for five years, if they work in public primary or secondary schools after graduating. Approved students can borrow as much as $1,000 a year, or $5,000 during their stay on campus, including graduate school, the magazine says.

Classes Requested by Maintenance Men Start September 22

Because of many requests for further instruction, three more classes will be given this season for maintenance men. Training Manager Hank Mathieu will be the instructor.

The first of these will start Tuesday night, September 22. It is a course in advanced shop mathematics, open to all who completed the course given last winter. In the 13-week schedule will be included instruction in shop trigonometry, logarithms and use of the slide rule.

Meetings will be held every Tuesday evening and last for about two hours. Maintenance men who are interested are requested to sign up at once.

The two other courses, slated for later in the season, are:

A class starting January 12, 1960 for carpenters and millwrights. This will run for seven weeks and will cover the use of the steel square in framing, rafter, bracing and stair construction.

A class for machinists and mechanics starting March 1, 1960, and running for 9 weeks. This will be on the use of small tools.

Watch for further announcements regarding registration for these later classes.

Register NOW with Training Manager Hank Mathieu for the Shop Math course starting September 22.

Watch Your Mower

POWER MOWERS cut a lot of grass . . . and a lot of human anatomy! A group of Georgia physicians, alarmed by the injury rate, made a statewide survey. They found that most accidents resulted from direct contact with the mower, but a good share were also caused by objects thrown by the mower blade. A surprisingly high number of injuries caused *permanent* disability. Following are some pointers on safe mowing:

Study, understand and follow the manufacturer's instructions. Wear substantial shoes; safety glasses are also a good idea. Comb all rocks, sticks, loose objects out of your lawn before mowing. Start mower on level ground; have a firm stance; keep clear of moving parts. Keep in step with mower for complete control. Learn to disengage clutch or stop mower quickly in case of emergency. Cut hills and banks sidewise instead of up and down.

Shut off motor and disconnect power before moving mower from one level to another, and before making any adjustments. Never leave mower running unattended. Keep children and pets safely out of range. Don't mow when grass is wet and slippery. Don't refuel while motor is running, or still hot. Don't allow anyone to operate mower unless they have mature judgment and are experienced. Keep fuel stored in an approved, safety-type metal container, and out of children's reach. Have mower inspected periodically and kept in good condition by an experienced repairman. — Keep your lawn well trimmed . . . but don't trim off your fingers and toes in the process!

— Safely Speaking

BIRD & SON inc.
Established 1795
E. Walpole, Mass.
Return postage guaranteed

BULK RATE
U. S. POSTAGE
PAID
East Walpole, Mass.
Permit No. 1

BIRD NEPONSET
REVIEW

SEPTEMBER 1959

HELPS BUILD
STRONG BODIES 12 WAYS
WONDER
BREAD
CONTINENTAL BAKING COMPANY
BOSTON MASS.
THIN SLICED

**6/4 Vinyl
n Production**

oxes for Bread

**ifty Years
n the Job**

Dur Red Rivals

**oreign
ompetition**

Vol. 47 No. 9

A Cure for Foreign Competition

SOME people are worried about what high wages and high prices in this country are doing to our trade with the rest of the world. We are losing opportunities to sell our products overseas. At the same time there is growing competition from many foreign products.

If this trend continues, these officials warn, inflation will end and a serious deflation will start that may close factories and put millions out of work.

In many lines, automobiles for one, overseas competition is already here. We either meet it with products made to sell at comparable prices, or we lose customers. Foreign-made goods will sell, and ours, at higher prices, will not.

At Bird & Son we already feel the pinch. Roof insulation made in Israel, Sweden and Canada now competes in price — not quality — with the board we make at Phillipsdale. Inexpensive felt base floor coverings and linoleums made in England, Scotland, Belgium and Italy are selling in this country in competition with our floor coverings. Norwegian-made molded flower pots are on sale in the United States in competition with the domestic-made pots we sell. The roof insulation competition has reached the point where we are now printing "Made in U.S.A." on all our insulation labels.

High protective tariffs are not the answer. We must continue trading, both buying and selling, with foreign markets. If we isolate ourselves, communist-controlled countries will grab the business we have shut off. Communism will spread, engulfing more and more of the free world.

Says one economist, "This silly race of wages and prices must stop." Management and labor both must get a new understanding of these facts:

1. A better standard of living is the result of improved productivity — more goods produced by fewer people at less cost.
2. What workers get in dollars is not so important as what those dollars will buy — the cost of goods in relation to dollars.
3. When wages remain fairly constant our standard of living will improve because prices could and would be reduced as productivity increased and competition became more severe.

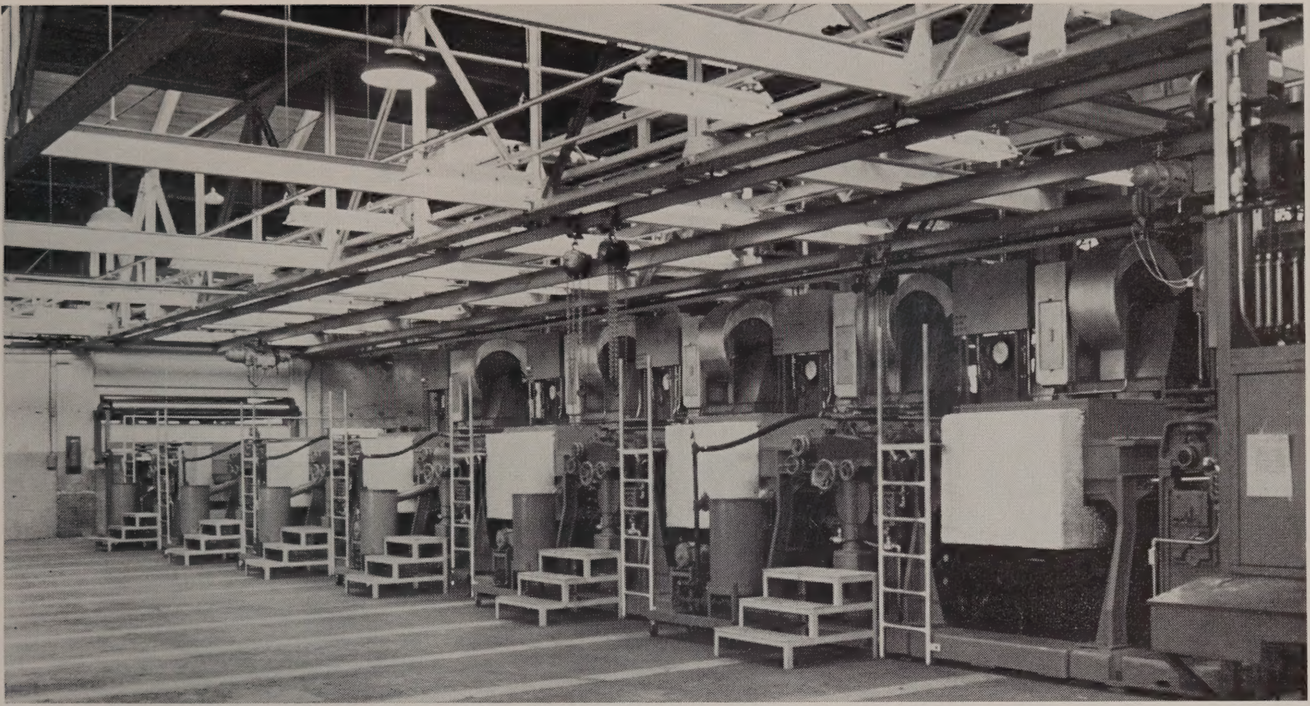
Such talk sounds revolutionary, but it is not.

Actually, if we should start living by these facts, we would protect our competitive position in the world. We would avoid a *de*flationary depression that, if it ever happens, would put millions out of work and put other millions on shorter hours and lower standards of living.

ON THE COVER

Loaves of fresh bread coming off the automatic slicing and wrapping production line are here being packed into Bird cases at the Dorchester bakery of the Continental Baking Company. Large shipments to one customer are packed this way.

MIEA **BIRD NEPONSET REVIEW** ICIE
Vol. 47 No. 9 September 1959
Member of Mass. Industrial Editors Association and International Council of Industrial Editors, Inc.
Published for the employees of Bird & Son, inc., and their families.
Editorial Office at East Walpole, Mass.
EDGAR M. GROUT, Editor JOHN J. MURPHY, Adviser
KENNETH W. PIERCE, Photographer



NEW 16/4 ROTARY MACHINE is now in production at the Floor Covering Plant. In construction for a year, the new three million dollar unit is producing the newest patterns of Quality and Super Vinyl for the fall and winter sales market.

New Machine in Production

Twelve Foot Wide Vinyl Now Being Printed by Modern Rotogravure Process

THE results of several years of planning, engineering and construction are now beginning to pay off at the Floor Covering Plant. The new rotary unit is in operation. Experimental runs were started early in August. In a remarkably short time the operators have become familiar with the intricacies of the new unit so that production is under way on the 16/4 (12′ wide) material.

Not only can Bird Quality Vinyl and Super Vinyl now be produced in 12-foot sizes in yard goods, rugs and seamless floors, but the new equipment provides faster production, a uniform control of quality and a versatility that will later permit the introduction of other products now being planned but not yet on the market.

Quarter of a mile

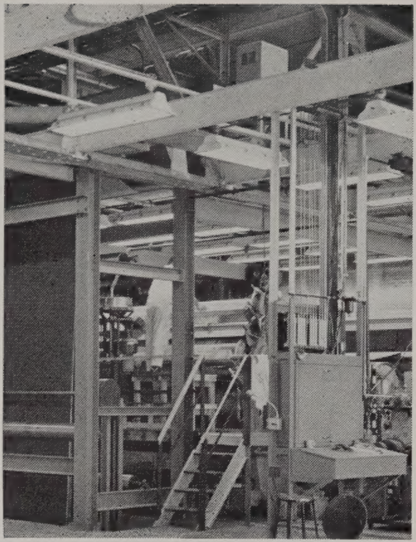
The production line, highly automatic, extends about one quarter of a mile from the looper and the new rotary unit right through to the winding operations for rugs and yard goods. Designed and engineered by Earl Crawford, who invented the machine, and by Director of Development Engineering, John G. Callan and his staff, and the plant engineering staff of the Floor Covering Plant headed by Ernest G. Paciorkowski, the rotogravure printing machine was constructed by Bird Machine Co. of South Walpole. The tunnel dryer equipment was made by Industrial Air Co. Complete manufacture from printing to final packaged product is accomplished on a straight production line on one floor in the factory area which formerly housed the Machine Shop and part of the production area for Enamel Surface Bird Floor Covering.

The new rotogravure printer is located next to the 12/4 rotary unit which has been in operation for some years. It is similar in design but with many modern refinements, and of course larger to permit printing in 12′ widths. This is followed by the reverse roll coater system, the tunnel dryer and the planishing and winding sections which have been in operation since last February.

At the end of this unit the material is wound into jumbo rolls for transfer to the finishing section which begins just across the room. Here, in the space formerly occupied by the No. 4 ovens and the print machine, are a huge inspection table and automatic winding and packaging equipment. As we go to press this section of the unit is having its trial run.

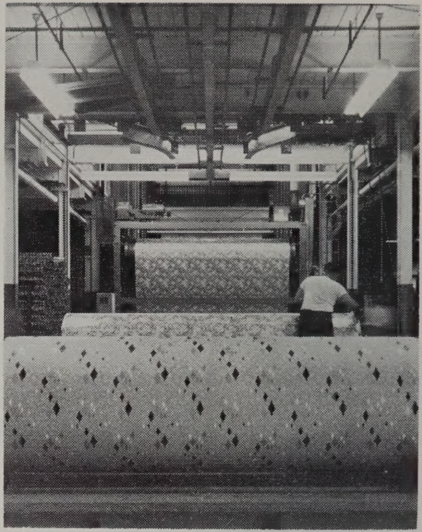
Very Efficient

So efficient is the operation that about five minutes is required in the actual production process from coated felt to finished product, with drying in the huge tunnel dryer accomplished in two minutes of the five. At the cool-



TOUGH, SMOOTH VINYL surface is applied at this machine, the reverse roll coater.

EIGHT OIL-FIRED HEATERS fuse the vinyl to the sheet as the product travels through this 192-foot tunnel dryer.



WINDING a roll of Florama, newly-printed 16/4 pattern after it has been cured in the tunnel dryer and given a high gloss on the planishing roll. These jumbo rolls are then transported across the room to the finishing section for inspection and wrapping.

TWELVE-FOOT WIDE BIRD VINYL being inspected and packaged at the new finishing unit. At the left is John Pelypec, Howard Johnson at the right.

ing unit the floor covering is automatically trimmed.

The inspection table for yard goods has raised platforms for inspectors on each side. The material is then rolled, and in six and nine foot widths, is cut to proper length and automatically wrapped. The 12-foot widths are boxed. The rolls then move by conveyor belt to the point of labelling and are removed to the warehouse.

Production of rugs and seamless floors follows the same general production process to the inspection table, then moves to a second alternate finishing line where a cutting machine, set to give the desired rug dimensions, cuts the rugs. Then the rugs move to the winder where they are automatically wrapped. Super Vinyl is packaged in plastic film.

There is no doubt about it. This new equipment represents the most modern and highly-engineered production and finishing equipment in the industry. It's a thrill to see it operate. Of course, in equipment as complicated as this it will take some time before all adjustments are completed and before the operators are thoroughly familiar with the equipment. Right now everybody is putting in long hours learning how to operate at the greatest efficiency. Five different series of Quality Vinyl patterns are being produced in all colors: Florama, Flexbrite, Quarry Blocks and Stria Diamond. In Super Vinyl the first production is scheduled for the Masquerade and Linentex series. Then will follow Onyx, Constellation, Marble Chip, Vermont Marble and Silhouette.

Are You Up-To-Date?

If you joined the Group Insurance Plan several years ago, you should check your coverage.

Since you joined —

Have you married?
  If so, have you filed a new card to include your wife in the plan?
Have you had children?
  There is one type of coverage for a worker with one dependent — another for two or more dependents. Are you properly registered?
Has your youngest child reached age 19?
Has your wife died?
  If the number of your dependents is reduced to one, or to none, but you are still listed as having more, you are paying more than you need to.

A check up is easy. Just call Mary Moylan, line 321, or inquire in person at the Group Insurance office located in the Credit Union, about filing a reclassification card.

Grandma Would Be Amazed

Continental Baking Company turns out over 3 million loaves of bread a day. Bird Corrugated Cases help speed delivery

JOHNNIE, here's fifty cents. Run down to the store and buy me a loaf of bread. And no gum, no candy. Bring back ALL the change."

That's as much thought as we give a loaf of bread today. It's always there. We buy it, we eat it and enjoy it and that is that. It wasn't always this way, however. Grandma used to whip up her own batch of dough, pop it in the oven and let it bake.

Breadmaking today, however, is no longer a business for grandma. It's big business. No reflection on grandma, but she just couldn't handle the job. Bread is literally baked by the ton every day in modern bakeries, automatically wrapped, loaded in trays or in large corrugated boxes, 20 loaves to the case, and rushed by truck to supermarkets and stores and restaurants.

Cases made at No. 1 Box Shop

That's where we come in. Bread boxes are manufactured at No. 1 Box Shop and sold to many of New England's large bakeries. Not the least of these is the Continental Baking Co., largest bread baking concern in the world and bakers of the familiar Wonder Bread sold in the balloon-bedecked package.

Getting bread to a hungry nation is another of the services which reliable Bird corrugated boxes provide every day. Made from paper produced at the E. Walpole Paper Mill and combined, printed and slotted at No. 1 Box Shop, Continental Baking Co. cases are used at Boston, Holyoke, Lawrence, New Bedford, Somerville in Massachusetts, and three Connecticut bakeries at Bridgeport, E. Hartford and New Haven.

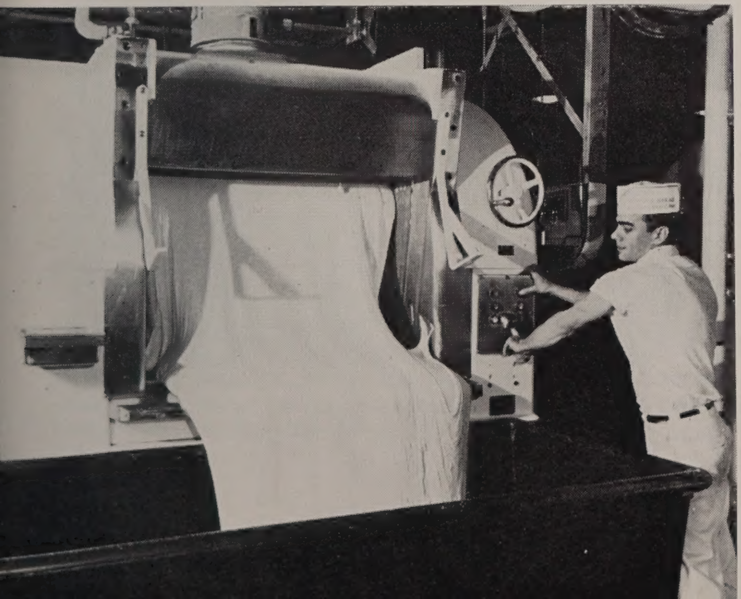
Of course, these are not the only Continental bakeries. This one company produces between 3,000,000 and 5,000,000 loaves of bread each day in 79 bakeries stretching from North Carolina and from Portland, Me. to Portland, Oregon. There are other Continental baking products, too like Profile Bread for those concerned with nutrition and the need to maintain a certain weight. There is dark bread for the fellow who needs an extra helping of vitamins, protein, iron and calcium to keep in trim. Also, there are Daffodil Farm Bread, Wonder Buttermilk, Wonder Rye, Wonder Wheat, Wonder Brown 'n Serve Rolls, Wonder Hamburger and Hot Dog Rolls and enough other Wonder products to make one wonder if Wonders will ever cease.

The icing on the cake is Continental's Hostess line — Cup Cakes, Twinkies, Sno-balls and other favorites for snacks and desserts. Continental products are sold in 44 states and total sales run to better than $300,000,000 a year.

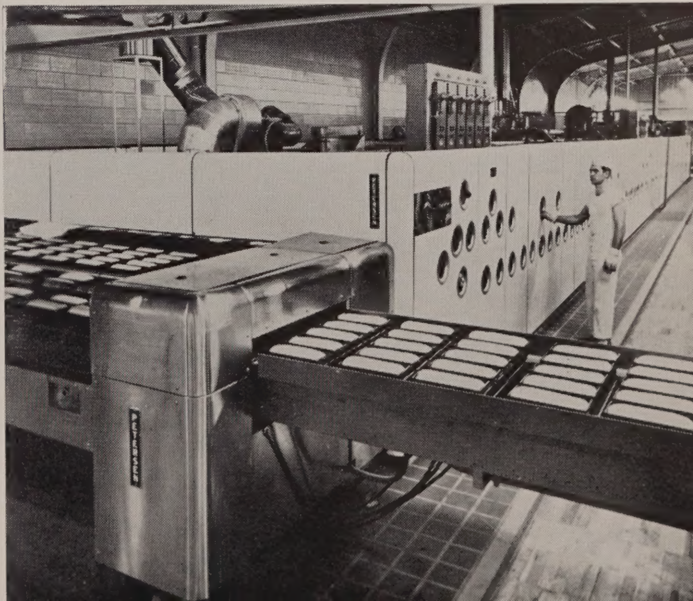
The making of bread itself is an eye-popper. From the time the tested flour and other ingredients are placed in their spotless storage compartments until the housewife opens the package, no person touches the bread or anything which goes into it. Flour is piped to mixing machines, the dough is allowed to rise in rooms in which temperature and humidity are controlled to a split degree. Dividing the dough, shaping it, placing it in machine-greased pans, baking it in block-long ovens, cooling, slicing and packaging are all accomplished automatically. A modern Continental bakery looks more like an illustration from a science fiction magazine than it does like grandma's oven.

Fast Deliveries

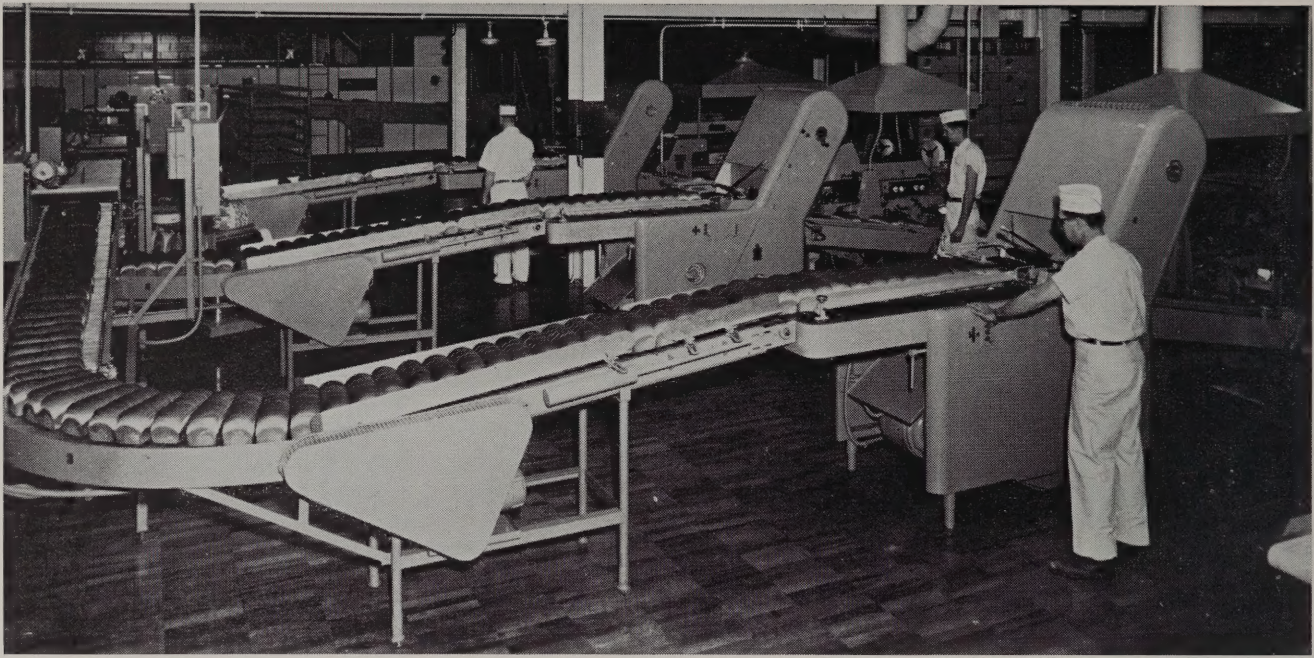
Bread baking usually begins late in the afternoon and ends about the time the milkman is half way through his route. As the neatly packaged bread reaches the end of its mechanized trip, it is racked and wheeled into waiting



GRANDMA, who spent hours mixing dough by hand, would be intrigued by a modern bread-mixing machine. Here, the dough pours into a large trough which will be taken to a temperature controlled room and allowed to rise.



A MODERN BREAD OVEN is almost a city block long. Here, the unbaked loaves are fed into the oven for their slow trip. At the other end another automatic conveyer will take them along for the next step — cooling.



THE COOLED BREAD is fed into slicing and wrapping machines. The final trip before being loaded into trucks will be to the vast shipping room.

WONDER BREAD
WONDER BREAD
WONDER BREAD
WONDER BREAD

ALTHOUGH most of the bread is stored on racks which are rolled directly into the delivery trucks, government orders and other large shipments are packed in corrugated cases, many of them by Bird. Bird corrugated cases are also used by the drivers to carry orders to the individual stores. Each driver sets up the case as he needs it by interlocking the flaps, loads it with bread, delivers the bread to the shelves and then knocks the case down flat for using again.

trucks which go racing off to stores and distribution depots.

Large deliveries are packed in Bird Better Bilt returnable shipping cases. These are set up by hand, the flaps interlocked rather than sealed, so that the boxes can be used over and over again. Super-fresh bread depends upon two things — speed and temperature. Fast trucks and split-second loading techniques provide the speed. Temperature is something else again.

Oddly enough, the ideal temperature for keeping bread fresh is about 75 degrees and chilling is one of the greatest causes of staling. Not only the bakeries themselves but their enclosed loading ramps are kept warm. Even Continental's trucks are equipped to maintain proper heat and moisture in cold weather.

Recently Continental has gone a step further in a number of bakeries by instituting a daily "hot-trip." Instead of shutting up shop at sunrise, as is traditional with the industry, many of its bakeries continue to bake fresh bread. These loaves are rushed to neighborhood stores and during the day customers are able to purchase super-fresh bread which literally is still warm from the ovens.

Like any well-managed company, Continental is not resting on its laurels. Since it was formed by a merger in 1925, Continental has continually expanded, improved and experimented. Last year it spent nearly $6,000,000 for improvements. Newest bakeries are in Tulsa and Indianapolis.

At Continental's new ultra-modern national headquarters in Rye, N. Y. is the finest laboratory in the industry — a Wonder World of scientific equipment which many a university would envy. Its 17,200 square feet of space are packed with research, testing and developing apparatus. New grains, flours, shortenings and leavening agents are continually being examined and analyzed by food scientists, while others check the quality of established ingredients. New products are evolved

WONDER BREAD
WONDER BREAD

RICHARD BELL and FRANK HEMMER inspecting Wonder Bread cases which have been printed on a printer slotter at No. 1 Box Shop.

and then are further checked in a pilot bakery. Not only are baked goods and their components analyzed, but packaging materials are examined as well. Wrappers are given an exhaustive test for strength and sealing properties; even the ink used to print the labels must meet rigid specifications.

Each of Continental's bakeries, however, is a local operation with its own community tie-in, even though its operations are tied in with the headquarters at Rye, N. Y. and its products are checked at headquarters for quality. In the company's set-up the bakery managers are important men. Not only are they the master bakers, they are also in close and constant contact with the public. Also, each of their bakeries contains a so-called "hostess room," a meeting room which is constantly being used by clubs, school groups and civic organizations.

Heading this vast organization is R. Newton Laughlin, President. He began his baking career greasing pans and wrapping bread the old-fashioned way in the bakery his father managed in St. Joseph, Mo. Since college he has held almost every job in the business and has directed Continental's vast operations as President for the past six years.

Continental, like Bird & Son, still considers the consumer the most important person of all. In a highly competitive industry like baking or paper, floor covering or roofing, it is quality and service which count. Service gets the bread to its destination fast, even to the corner store where Johnnie was sent. And quality provides bread that is always good, nutritious and flavorful whether you buy it at the corner store or the city's largest supermarket.

L110
WONDER ENRICHED BREAD
Helps Build Strong Bodies 12 Ways!
1331
WONDER BREAD
WONDER BREAD

DRIVER P. K. CASEY unloads Bird cases filled with Wonder Bread for delivery at Norwood Stop and Shop Super Market. Inside the truck can be seen the racks for storing bread for smaller deliveries to individual stores. In small deliveries the loaves are carried to the store shelves on trays or transferred in corrugated cases which are set up by the driver as needed.

A $500 CHECK and many congratulations to John Clancy. He completed 50 years of active service on September 7 (Labor Day). The next morning he was the guest of honor at a meeting of the Administrative Committee and plant officials. Left to right, seated: R. A. Wilkins, President Anderson, guest of honor John Clancy and L. J. Tarbell. Standing: F. P. Reynolds, J. J. Murphy, C. E. Rafuse, W. C. Ahlgren, J. J. Burke, E. L. Chamberlain, J. T. Andrews. Behind Mr. Andrews is a picture of P. R. Allen, the man who hired Clancy 50 years ago.

Fifty Years on the Job

John Clancy, Finishing Mill, is first man in fourteen years to achieve half-century mark

YOU'RE hired as office boy. You can start right away and your pay will be $5.00 a week." The speaker was Philip R. Allen, the time September 7, 1909. Five dollars was a handsome sum for a young fellow in those days and the happy new office boy was John Clancy, now of the East Walpole Finishing Mill, who this month has completed a half-century of work with Bird & Son.

In honor of the special anniversary, Mr. Clancy was invited to meet with the Administrative Committee on the morning of September 8 (since the 7th was Labor Day) and was presented with a check for $500 by President A. H. Anderson. Last Bird & Son man to achieve 50 years of active service was Jack Dower (former Head piper) in October, 1945.

$1.20 for Carfare

John says 50 years is a long way to look back, but he remembers his starting rate, because out of that each week he paid $1.20 for carfare on the trolley back and forth from South Walpole where he lived with an aunt. The remainder of the money was his to spend as he wished! Mr. Allen, who hired him, and who later became President and Chairman of the Board, shared an office at that time with Charles S. Bird, Sr. This was the room to the right of the entrance at the old Main Office, formerly occupied by the President, and now the office of Director of Research, F. P. Reynolds.

First Job

Clancy worked in East Walpole until 1912, then transferred, still as office boy, to the newly-opened Floor Covering Plant, working there under Harry Mann and F. B. Gerstley. In 1913 he served a year at the Roofing Plant office, and in 1914 became a clerk in the planning department which was headed by A. H. Russell.

It was two years later, in July 1916 that he began as a helper in the Flower Pot and Tack Box Department, then known under the symbol FXB and located in No. 2 Box Shop building. In just a few years he had progressed to the job of Kidder Press operator, the work he has performed faithfully and effectively ever since. When the department moved to the Finishing Mill location in 1950, he moved with it.

Good Short Stop

As a young man Clancy played a lot of baseball. He modestly admits that he played shortstop on the same local team with Mike Hawkins. Actually he was one of the best short stops of his time.

Special guests present at the Administrative Committee meeting to congratulate Clancy included John J. Burke, general superintendent; Lester J. Tarbell, superintendent and Charles E. Rafuse, foreman.

What does John plan to do with the $500? It will go in the bank first. He has no definite plans beyond that as yet.

Shreveport Girl Visits Colorado

GIRL SCOUT SENIOR ROUNDUP
1959

ELIZABETH ANNE POTTER, daughter of R. N. Potter, Shreveport Chemist, is shown autographing a sign at the Girl Scout Senior Roundup in Colorado Springs, Colorado this summer. Girl Scout activities play an important part in the life of "Libba." This Roundup in Colorado Springs was an International gathering at which 10,000 girl scouts and adults from 49 states and 27 foreign countries camped together, the result of a number of years of planning. It was a privilege to be selected as one of the 14 Shreveport girls to attend the Roundup.

Libba started her scouting as a Brownie in the second grade. Now she will be a Junior in Byrd High School and she is convinced "the farther you go in scouting the more fun it is." She belongs to a troop that has always gone in for week end camping trips in Louisiana and Arkansas, and she has had four summers in the Council's established camp. Besides camping, the girls' main interest is group singing. Most of them play a ukelele, guitar, or zither, and Libba caused quite a stir recently when she arrived one day with a banjo uke.

Last summer Libba was in a primitive camping unit. Their camping gear was unloaded on a wooded hill overlooking the lake, and the girls took it from there. They cleared camp sites and leveled off spots to pitch their tents, put up kitchen shelters, lashed tables for food preparation and dish washing. They also tried their hands at building baking ovens from oil drums, and made an outdoor shower. At the end of two weeks of this life, they had accumulated some valuable experience for living out at the Roundup.

Libba earned her entire Roundup fee by baby sitting, which meant 100 hours of looking after other people's children to save up $50.00. She made it and had gone over her goal by the time the fee was due.

News Briefs . . . .

The Winners

Winners of the Spring Target Contest for Floor Covering salesmen were announced last month: C. J. Gasiewski of Portland, Oregon was top man with 111.4% of quota; others in the bull's eye area entitling them to top recognition were: A. R. DeBenedictis, Milwaukee, K. G. Foster, Marcellus, Michigan, and R. C. Eklund, Kingsport, Tenn.

Those who also got special recognition included: T. L. Paquette, F. G. Longley, C. S. Albert, A. L. Disher, W. T. Evans, F. W. Jakel, R. C. Tanis, P. S. Stewart, and T. F. Dunlevy.

Another contest, the Fall Target Contest started July 1 and runs through December 31. With new 16/4 vinyl patterns and a new Comet series of patterns in Linoleum, the salesmen will have every opportunity of reaching the bull's-eye quotas set for the last half of the year.

Distributors Win Awards, Too

Quota Accomplishment Plaques for the Spring season have just been awarded to the following Bird Floor Covering Distributors: Eastern Field — Dunham-Hanson Company, Bangor, Maine; Central Field — Buy-More Distributors Inc., Saginaw, Michigan; Southern Field — Roanoke Hardware Company, Roanoke, Virginia; Western Field — W. P. Fuller Company, Portland, Oregon.

Matched Colors

Bird Wind Seal Matched Colors are featured in HOUSE & GARDEN'S color promotion in the September issue and Bird & Son is the only asphalt shingle manufacturer listed in HOUSE & GARDEN'S Directory of Manufacturers, which lists those firms that manufacture color-matched merchandise. Since color-matching today is just as important on the outside of a house as on the inside, this gives our products and our salesmen a wonderful advantage. Bird Wind Seal colors named in this promotion are: Wedgwood as a match for HOUSE & GARDEN'S Blue Mist; Dawn Mist as a match for Allspice; and Desert Brown as a match for Mocha.

Comet Series Flying High

Just introduced is the new Comet series in Bird Tempo Tile and Linoleum. It has had a wonderful reception, as well it should, since it is so beautiful. It represents a new development in linoleum patterns — a new metallic design with trails of gold-dust, accented with bright metallic flecks. You might say it is Bird Tempo (metallic design linoleum)

(Continued on page 16)

OUR RED RIVALS

By Harold Mansfield

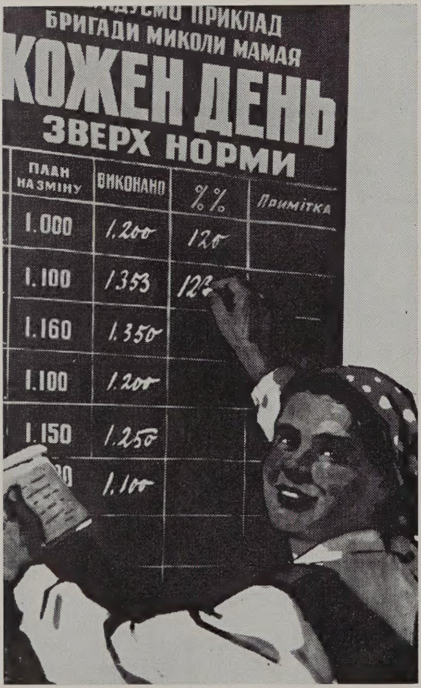
(Continuing the article on Russia which started in the June Review)

III

The spirit of the Russian industrial worker does not have the airy exhilaration of freedom, but it has the determination of grim reality: "There's a job to be done and it's up to us to do it."

It is a spirit that has had a frightful past: First the Czarist's "Work, you devils, work." Then the revolutionist dictator's "Work with us, or Siberia!" Now the marchwords, "Together workers, work." It is the song of a new Volga boatman, with the boatmen owning the boat.

At a machinery plant in Moscow, you enter a dark hallway, emerge to a sawtooth lighted factory area dirt floored in part but orderly. Unlike the old Volga days, you see no line of men pulling together on a rope, but you quickly learn that collective discipline is the system, though each man tends his own machine in modern plant fashion.



"EVERY DAY over the norm," says this poster which depicts a quota chart like those posted in factory shops in Russia. Workers who beat the quota are rewarded by receiving extra pay. Photo by Harold Mansfield.

You spot a chart on the wall. On it are listed the names of men and women in the shop. After each is a number — the man's "social obligation" in units of work. Squares are filled to show his work performance, with a percentage over his quota.

"How do you reward them for going over the quota?" you ask the manager.

"Extra pay."

Weekly Quotas

"And if they fall behind?" You find there is more to the system. Another chart with the same layout shows the weekly quota, called the "plan," for the shop itself. Chalked in adjoining columns are the shop's actual performance and percentage over plan. The shop's record is compared with other shops. Elsewhere, the record of whole departments is charted, and that of the plant itself, compared with a national plan. It is one huge, systematic, production competition, man against man, shop against shop, department against department, plant against plant. Bonus money is provided for the individuals, shops and departments that make the best record. At the end of the year the plant itself gets a bonus to distribute if it exceeds its plan.

Back to the worker who is not fulfilling his "social obligation," you find that his shop-mates, his department, and his whole plant take an interest in bringing him into line. He is holding up their own chances for a bonus, their own record for exceeding the plan. The star worker, on the other hand, is as popular as the star on a football team. The team doesn't want to lose him.

You marvel that communism has taken free enterprise's strongest drives — competition and incentive — and put them to work on an individual and group basis to an extent never dared by free enterprise.

You speak to a guide about this. "I see you are making great use of competition," you say.

"Nyet," she replies. "We have no competition."

You are baffled. Then you discover there are two different Russian words for competition. The one you have been using — *konkuryentsiya* — means "rivalry," with a capitalist connotation — a bad word in Russia. The one they use — *soryevnovaniye* — means also "emulation." This they approve.

The incentives in this socialist competition are negative as well as positive, you find. You talk with the editor of the plant paper, a heavy woman and every ounce a communist. The paper is employee-run but generally sponsored by the trade union. Enthusiastically, the mother-editor explains the paper's purpose: "To criticize the work of workers and engineers, so they may be ashamed of their work and improve; to criticize the chiefs if they are not fair; to publish production plans and new ideas; to tell about the best workers in the factory so others can emulate them."

Discipline

Criticism by name in the plant paper, you learn, is only part of the grim process of collective discipline. First step is reprimanding the individual before his friends. A later step, if necessary, is bringing him before a public opinion court. Removal to a lesser job, or "in rare cases," dismissal, may follow.

The head of the union, who is present, explains that the union is as anxious as the management, or "administration" as they call it, to bring forward production. You can see why. The union is closely knit with the Party, which set the objectives in the first place.

"Is union membership voluntary?" you ask.

"Yes. Voluntary. But ninety-nine and nine-tenths percent belong."

"Does the union ever strike for higher wages?"

"Strikes are prohibited by law."

(To be continued)

Long Service List

October

Employees

Name	*Year*	*Dept.*	*Years*
J. Harry Godkin	10-7-19	Maintenance	40
Kenneth L. Stuber	10-18-24	No. 2 Box Shop	35
Santo Columbo	10-10-29	Roofing	30
Marian L. Kissell	10-21-29	Floor Covering	30
John L. Hutchins	10-5-39	Roofing	20
Michael E. Downing	10-5-39	No. 1 Box Shop	20
Edward J. Kelter	10-13-39	No. 1 Box Shop	20
Aldo E. Bertoni	10-23-39	Floor Covering	20
Samuel Wisocky	10-4-44	Paper Mill	15
Helen M. Pakarkleis	10-17-44	No. 1 Box Shop	15
John K. Spierdowis	10-3-49	Floor Covering	10
John W. Hanks	10-4-49	No. 1 Box Shop	10
Francis W. Martin	10-5-49	Paper Mill	10
George P. Rooney	10-5-49	Floor Covering	10
William J. Hall	10-6-49	Floor Covering	10
Merle F. Hescock	10-10-49	Floor Covering	10
John Concannon	10-14-49	Floor Covering	10
Augustine E. Brown	10-17-49	Floor Covering	10
George G. Ferrara	10-17-49	Floor Covering	10
Roger J. Sylvestre	10-4-54	Roofing	5
Clarence G. Atton	10-5-54	Floor Covering	5
Robert A. Edwards	10-6-54	Roofing	5
Richard B. Ryan	10-6-54	Floor Covering	5
Thomas Reid	10-8-54	Paper Mill	5
Raymond Lussier	10-11-54	No. 1 Box Shop	5
Paul F. McColgan	10-11-54	Finishing Mill	5
LEWISTON			
June C. Briggs	10-13-54		5
SHREVEPORT			
I. V. Davenport	10-10-44		15
T. C. Dawson	10-31-44		15
Calvin Clark	10-3-49		10
Newman Thomas	10-24-49		10
Earl F. Johnson	10-31-49		10
CHARLESTON			
Mildred S. Dorr	10-4-54	Office	5
Lawrence E. Dyson	10-18-54		5
Jesse W. Ulmer	10-21-54		5
Charles E. Higbee	10-29-54		5
BERRY REFINING COMPANY			
William J. Smolinski	10-29-54		5

Gabrielli Awarded $45

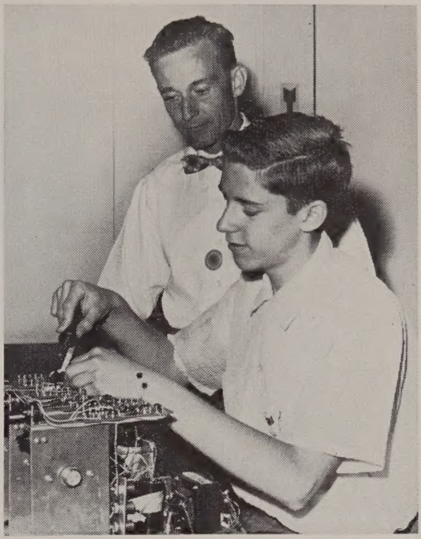
LOUIS GABRIELLI of No. 9 Roofing Machine at Norwood walked off with top suggestion honors in August. He received a special award of $45.00 for his idea of changing a friction roll to an idler roll when running Colored Rubberlike. This saved time on the machine and eliminated some poor quality material which could not be sold as A goods.

Four men received $20.00 for having had five accepted suggestions: Francis Brown, FBPM9, Nemus Cianfarani, FFF, Theodore Pierce and Frederick Stahnke, BPM9.

Regular Awards

Gunnar Anderson, FBM	$20
Karl Eklund	20
Albert Larkhum, FXNB	20
Irving Munchbach, FBPM9	20
Theodore Pierce, FB	20
Frederick Stahnke, FBPM9	20
Francis Brown	5
Nemus Cianfarani, FFF	5
Clarence Hagman, FFW	5
Stanley Jezulewicz, FBV	5
Clifford Johnson, FFG	5
John Pelypec, FFF	5

Libby Studies Electronics Wins $200 Scholarship



ONE OF THE BRIGHTEST SCIENTIFIC STUDENTS in Massachusetts, David Libby, son of Edith Libby, who is Secretary to Mr. Lockridge, Floor Covering Plant Superintendent. David, who worked here briefly as a messenger, was privileged to join the summer science program at Thayer Academy this year. Here he is shown in a practical work assignment at Sylvania's Data Systems Operations Plant in Needham, with Matthew Abbott, Supervisor of Mass Memory Equipment. They are developing the electronics for a magnetic recording system.

DAVID LIBBY, part time messenger at the Main Office last spring and son of Edith Libby, Secretary to Mr. Lockridge at the Floor Covering Plant, has spent an exciting summer delving into the mysteries of electronics. At summer's end he had won a $200 scholarship as well.

David, a top ranking Junior at Walpole High School, was selected as one of a small group of talented secondary school students to attend Thayer Academy's Summer Science Program. He had expected to work at Bird & Son for the summer, returning to high school in the fall. When this unusual opportunity came his way, we were, of course, happy for him and quickly agreed to release him for this more challenging work.

Just after the school year ended about sixty top students from eastern Massachusetts took an intensive two weeks' course at Thayer Academy in preparation for their laboratory work. Five days a week they attended classes from 9 in the morning to 9 at night. Then on Monday, July 6, they separated to start work on their specific projects, each one being assigned a task at some industrial plant for the summer. David was one of four assigned to the Data Systems Operation Plant of Sylvania in Needham. His project was on "REGULATED D-C POWER SUPPLIES FOR A MASS MEMORY." As the picture shows, he worked under the supervision of Matthew Abbott in the MOBIDIC Department. At graduation exercises at Thayer Academy on August 28 he was awarded a $200 scholarship for the excellence of his work.

David's interest in science has always been strong, both in chemistry and electronics. He says the course this summer was an excellent one; the work at Sylvania was especially enjoyable.

For David it is one more year of High School and then — while it is too early to say just what his plans will be, they definitely include college and the study of science in some form.

Coming

October 1st

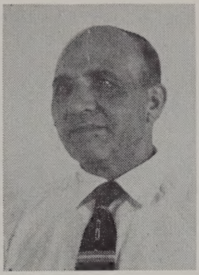
Watch the

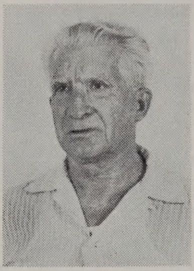
Bulletin Boards

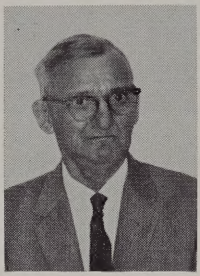
Higher Than the Moon

Stacked in silver dollars, the national debt of the United States would rise 500,000 miles, or some 260,000 miles *beyond* the moon. E. Joe Albertson, editor of the Peekskill *Evening Star* did some figuring recently and came up with this astounding comparison to show clearly the size of the debt in which every citizen has a part. Figured in dollar bills, Mr. Albertson says the $285 billion debt could be stretched end to end in bills to circle the earth 109 times — 2,743,750 miles of dollar bills!

Retired in August


John Buonpane


Michael J. Cronin


Walter Henry

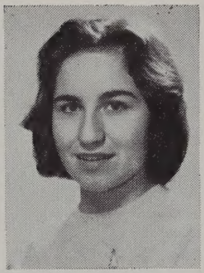
MARY B. FOLEY, 19 Myrtle St., Norwood, from October, 1913 in the Main Office. Worked in both sales and accounting departments, since 1920 in Floor Covering Sales.

JOHN BUONPANE, 48 Rock St., Norwood, from February, 1921 in Norwood Roofing Plant. Started in Finishing Department, since 1937 on No. 1 Roofing Machine.

MICHAEL J. CRONIN, 47 Pleasant St., East Walpole, from February, 1924 at the East Walpole plants. Started on the paper machines, transferred to watch duties in 1932, since 1945 in the yard crew as a truck driver.

WALTER T. HENRY, 61 Crane St., Dedham, from April, 1941 at the Norwood Floor Covering Plant. Always worked in the Undercoat Department.

Honor Student from Norwood Spends Summer in Norway



MADELINE ZILFI, daughter of Sammy Zilfi of Floor Covering Shipping, has just spent a thrilling summer in Norway as an exchange student.

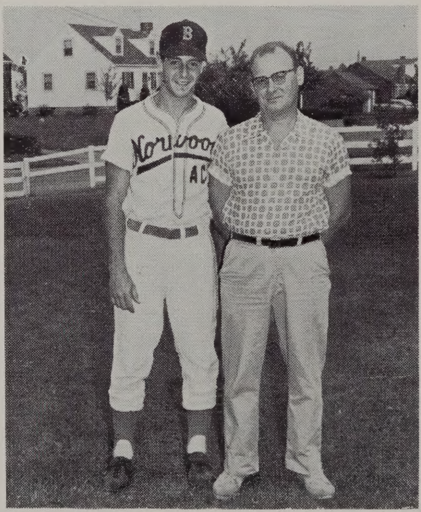
In July she lived in Heistad, in the fjord country, with a Norwegian family, learning to speak Norwegian. Later in the summer she went to northern Norway and lived there with another family.

Madeline was chosen in a stiff competition at the Norwood High School. After a written examination and a personal interview with an 8-man board of selection she and Marian Cashen tied for first honors. School marks (Madeline's have been mostly A's) and personality were considered as well as the results of the written examination. The names of the two local candidates were forwarded to New York and final decision was made there to send Madeline as an exchange student.

Happiest Ball Player in Norfolk County

IT'S like a dream. Something I have hoped for all my life has really happened but I still can't believe it," said Anthony F. Grinavic, Jr. He has just signed a contract with the Boston Red Sox, with the provision that he can continue his college education and report to Raleigh, N. C. for baesball training next spring.

Right now it's a toss-up who is more excited and pleased, Tony or his father, Tony, Sr., who works at the Linoleum Department of the Floor Covering Plant. The good fortune has come after years of playing, eating and sleeping baseball from Little League right on through.



SIGNED UP with Red Sox. Anthony Grinavic, Jr. and his dad pose for the Review, shortly after young Tony learned the good news.

Led the League

In 1952 as a first baseman in the Norwood Little League he led the league in batting average and was chosen for the All Stars Team. Repeating the performance in the next year he went on to help his team win the championship of the league in 1953. Then came three years in Junior High baseball and three years on the high school team, at the same time playing for the Junior League in the summer. He has shifted now to the outfield, playing all positions, but most frequently in center field because he is fast, has a strong arm and can cover a lot of territory.

Since graduating from high school, he has played for the Norwood Phillies, leading the team in home runs and in runs batted in. He participated in the Hearst try-outs recently, first at Nashua, N. H., then Milford, Mass., then in the finals at Fenway Park. His phenomenal batting record won national attention so that he has been scouted by the Yankees, the Red Sox, the Pittsburgh Pirates and the Detroit Tigers.

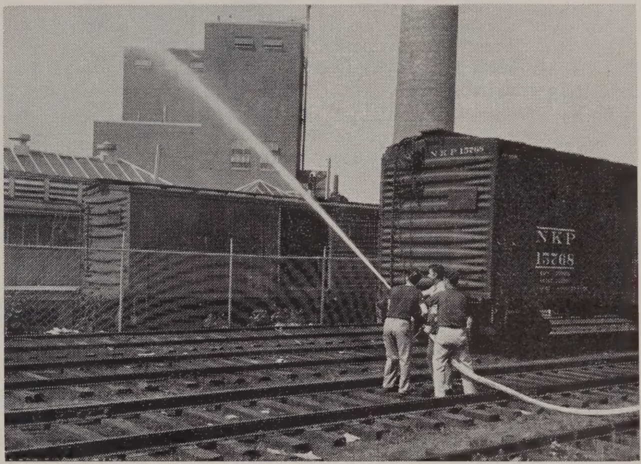
Going to Northeastern

From here it looks like a very bright future for young Tony, so we expect to be reporting his progress in these columns from time to time. Right now he is thinking chiefly of his studies which start soon in Northeastern where he is taking a course in Business Administration.

October 4 To 10 is National Fire Prevention Week but Every Week is Fire Prevention Week Here

TESTING a dry chemical extinguisher at the Norwood Roofing Plant Fire Brigade meeting in July. These extinguishers are very efficient on oil fires. Here Edmund Wenstrom snuffed out an oil fire in a barrel in less than ten seconds as other members of the Fire Brigade watched. Superintendent W. R. Wright is at the extreme left, Chief of the Fire Brigade, Ralph Kemp, is next, Jack Reddick is nearest the camera and holding a new type water extinguisher which they were testing for small wood fires and similar fires.

Bird & Son Fire Brigades are Always on the Job, Drilling, Checking Equipment, Inspecting



TESTING FIRE HOSE is one of the regular duties of all fire brigades. When this picture was taken in June, Company 3 captained by Frank Paine was assigned to check the hose and hydrant on East Street opposite the Stock Handling Department of the Paper Mill. Manning the hose here are hosemen Spencer Peckham, Bartley Foley and Lt. James Barnes.

BIRD CLUB *News*

Golf Season Ends — Bowling Begins

As the golf season comes to a happy finish (see below), bowling schedules for the Fall are announced.

Men's Bowling will organize with 12 teams — perhaps 14, if enough others sign up. Wednesday night is bowling night and the place is the Norwood Sports Center. Matches start at 6:30, Wednesday, September 30.

The girls will also be bowling at the Norwood Sports Center on Wednesday evenings. Notices have been sent to all Bird Club members, but it is not known yet how many teams there will be. Opening night will probably be on September 30, the same as the men's opening night.

Men's Golf

With only a week or two left, as we go to press, Capt. Peterson's team leads the second half of the League. Trailing are MacIntyre, Schaier, and Turco — in that order. Final tournament play is scheduled for September 15.

Thirty-four players enjoyed a Mixed Scotch Foursome Tournament on August 4. Prizes were awarded to the following:

First Net; Mary Blazonis and Nick Radzwill; Second Net, Mary Blazonis and Earl Higgins; Third Net, Muriel McDonald and John Folan; Consolation, Eileen Geraghty and Jim MacDonald.

Concert Date Announced

Sunday, December 6 is the date of the first concert of the season by the Neponset Choral Society. On that date the group will sing Brahm's Requiem at the Walpole High School. Rehearsals started September 14 at Bird Hall. There is still time for new singers to join. Previous experience in choral singing is not necessary. Bird & Son employees are especially invited, although membership in the group includes the whole community. If you like to sing and would enjoy making good music with forty or fifty others, come around next Monday night to Bird Hall, East Walpole, 8 P.M. You'll be glad you did.

— Leonard Weaver, Director

Art Classes Begin

Mrs. Guy Pierce will again be the instructor for the Bird Club art classes which are scheduled to resume Monday, September 21. As usual they will be held at the E. Walpole Brigade Room from 7:30 to 10:00 P.M. and will be open to all members of the Bird Club and their friends. As classes are for beginners as well as advanced students, anyone interested in learning to paint is welcome.

Mrs. Pierce is a local artist, a graduate of Syracuse University College of Fine Arts with a degree in Education, majoring in Water Color Painting. Her instruction has been popular for several years with Bird Club members who have an interest in learning to draw and paint. Questions about the classes this year will be answered by Velma Cobb of the Credit Union, Chairman of the activity, or Mrs. Pierce at her home, 'phone MOntrose 8-2421.

PERSONALS

MAIN OFFICE

The Floral Club in Wrentham was the scene of a bridal shower given in August by the girls of the Purchasing and Traffic Departments for Carol Wells. Carol is now Mrs. Robert Briere. The couple was married at the Blessed Sacrament Church in Walpole on Saturday, August 29. Robert comes from Rhode Island.

The Purchasing Department welcomes Patricia McQuaid and hopes her stay will be a long and happy one.

James Maguire of Container Sales was presented with a purse of money upon celebrating his fortieth anniversary with the company.

Jim's celebration was followed shortly by another salute in the same department, this time to Benjamin Beale. Upon completion of twenty-five years with the company, Ben was presented with a beautiful Hamilton wrist watch by his many friends in the Box Sales Division.

Congratulations to Walter Siderwicz of Advertising Display who is the proud father of another son, Christopher.

Among the touring vacationists this year was Bob Barbaglia who spent a week at Montreal, Canada.

Wylie MacIvor attended the Graduate School of Credit and Financial Management for two weeks in August. This is held each year at the Tuck School at Dartmouth College as part of the educational program of the National Credit Men's Association. A similar course is held at the other side of the continent in Stamford, California. It is a three year program with about two hundred executives and junior executives from all over the country attending the Dartmouth sessions. Mac, incidentally, was elected president of the first year group. He reports that it was a tremendously interesting and busy two weeks with classes and work assignments six days a week.

Charles Makarevich spent his vacation this year at sunny Palm Beach, Florida.

Recent vacations in the Building Materials Division included:

E. L. Chamberlain at his new vacation home in Maine.

Nancy Hurd who spent a week enjoying the sights at Atlantic City.

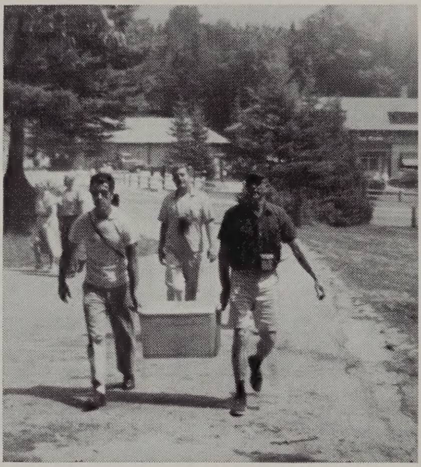
W. E. Smith, Jr. who spent two weeks at his cottage at Sagamore Beach on the Cape.

Two men in the Roofing Sales Division spent two weeks (and believe us it was no vacation) on maneuvers with the U. S. Army at Camp Drum — Bob Cashen and Fritz Knight, new sales trainee.

Jenny Owerka, Sales Promotion Department, spent a week with her daughter, Carolyn, at Edgartown on Martha's Vinyard.

Lorraine Liddell recently accompanied her husband, Bud, to Camp Perry, Ohio where he competed in the National Riflemen's Association matches. He won the national match medal for qualifying in the .45 calibre match.

When Safety Engineer, Frank Eisenhauer, and Gladys vacationed in Washington, D. C. with their son, Bobby, they visited briefly with Ed Hiller who now runs a motel there and who wanted to be remembered to his many Bird & Son friends. Bob Eisenhauer, who has worked at Bird & Son in other summers, is this year checking specifications in the Electronic Warfare Division of the Navy Department, a job that he finds both challenging and fascinating. He is even doing some travelling for them, making his first airplane flight recently to New York City from Washington.



KING LARRY Aherne follows his food-bearers to a picnic grove at The Flume in the White Mountains. The Ahernes, the Charlie D'Angelos and the John Phelans were touring last summer when the camera caught Charlie and John with the ice box and Larry empty-handed. Has anybody any suggestions for our suggestion investigator?

More than forty people gathered at the Lord Fox on Wednesday, September 2, to say so-long to Mary Foley and wish her every happiness in retirement. Mary, who had worked continuously since 1913, had to stop last winter because of a heart attack. However, she is feeling fine again and is looking forward to her retirement. Mary knew that she had not been forgotten when she saw the large crowd gathered in her honor and read the even longer list of names on the card that went with the gift of cash presented to her that evening.

The Roofing Division welcomes two new salesmen in the Eastern Division. Bernard Tracey replaces J. H. Moran in Long Island. Tracey was formerly with the National Gypsum Company selling in that area. John Cowan has transferred from sales training to the territory in the Hudson River Valley formerly covered by J. D. Lantier, who has recently resigned to accept a position with the Gulf Paper & Pulp Company.

Good luck to Mrs. Alayne Eastman and Mrs. Mary McDonough who left the Credit Union at the end of the month to raise families. Welcome to Mrs. Helen J. Taylor and Miss Dorothy Bisdnack who replaced them.

On a recent fishing trip out of Plymouth, Bill Grazado won the prize with an eighteen pound haddock.

A baby boy, William, was born to Mr. and Mrs. John Perekslis on August 13. Mrs. Perekslis worked in the Purchasing Department.

Your Review Reporters

Caroline Comes
Louisa Graham
William Grazado
Carol Wells
Janet Laber
Julia Lewis
Muriel McDonald
Rita Connolly
Doris Reardon
Mildred Sanborn
Julia Smith

Louis Avanzini
James Barnes
Frances Clare
Thomas Flood
Milton Gardner
Edward Geraghty
Elna Gottberg
John Kalis
Frank Nyborn
Edward Wisniewski

Ramona Chicoine
Miriam Hill
Patrick Silvestri

Catherine Brady
Joseph Butler
William Ford
Augustus Smith

Arthur Armour
Julius Aukstolis
Joseph Carchedi
Mary Driscoll
John Folan
Arthur McKenna
Michael Meomartino
Joseph Nevins
Ruth Phelan
Francis Wall

Charles Cobb
George Grover
Dorothy Hawes

Nazareno Lori
William Melish
Joseph Radzevich
George Shackley
Frank Shumski
Edward Silva

Helen Lane
Joan Walmsley

Ann Masters

Leslie Howard
David S. Lowry
Ray Nolan
Manuel Oliver
Allen Perkins
Arthur Trudell

Joseph Blackman
Rose Fox
Robert W. MacLeod
Virginia O'Brien
Martin Pearce

Lucille Burrow
Anne Eddy
John E. Evans, Jr.
Frank Markham
D L. Oliver, Jr.
Richard Potter
Edwin Sompayrac
Willie L. Smith

Hurcil Cowart
Robert Stewart

Floyd Billings
Malcolm MacDonald
William Price
James Robinson
John Wyndham
Robert Zobel

Albert Boonstra

Robert Ladd

Paul Wollschlager

George Stockman, formerly of Sales Promotion, and now of Cleveland, Ohio was a recent visitor.

J. D. "Doug" Johnston, general manager of the Eastern Division, and Mrs. Johnston have just returned from touring Europe. They visited their daughter in Scotland who is with her husband there while he is serving in the U. S. Air Force.

Welcome to William E. Philbrick who has joined the Industrial Engineering Division.

We were pleased to have a visit from William Byrd, roofing sales representative in Southern New Jersey, who dropped in at the office with his family while they were vacationing at Plymouth, Mass.

We were sorry to say goodby to Ted Aber, former advertising and sales promotion manager of the Floor Covering Division, who resigned August 31 to do free lance work and some writing.

A girl, Linda Jean, was born to the Frank Pavaos on August 19. Frank works in the Credit Department.

EAST WALPOLE MILL

Maintenance

Donald Brennan and family have just returned from a two weeks' tour of the Island. (Prince Edward Island, of course. What other island is there!)

Sorry to hear of the death of Mrs. Mytro Korbut, wife of our old retired friend of the yard crew.

If you plan on visiting Frances Fulton and her husband at their place in East Falmouth, be sure to bring your chart and compass. Jim Barnes got hopelessly lost when he tried to find them recently.

Carlton Raymond spent his vacation touring Mexico.

Correction: John Folan came in in seventh place in the Hyannis Miniature Golf Tournament, not twelfth.

Patrick Curran and his family spent most of his vacation commuting to Brant Rock.

Finishing Mill

Congratulations and best wishes to John Clancy who completed fifty years of faithful service to Bird & Son on September 7. This certainly is a splendid record, John. Best of luck from all your co-workers. We are certainly very proud of you.

Evelyn Balduf has been on the sick list due to an injury to her hand. We hope to see her back soon.

Mary Brady recently completed fifteen years of service. We wish her the best of luck for many more.

No. 2 Box Shop

Our best wishes to Robert Patterson, Superintendent, who has just completed thirty years of service.

Gertrude Jalkanen of the office is taking short trips during her vacation.

We welcome Beth Delaney who is filling in on vacations at the office.

Vacations here were well spent near and far: Joseph Smelstor and his family went to York.

Bill Morrissey with a buddy flew to Miami, Fla. and spent two weeks there.

Gus Farris spent part of his time visiting a daughter in New York and the rest fishing in Maine.

Vito Puopulo did some travelling in Canada (including Montreal) and the Adirondack Mounatins.

Alfred DeFlaminis with his wife and son spent two weeks at White Horse Beach.

NORWOOD ROOFING PLANT

Recent vacationists include: John Dion at the Eagles Convention, Toronto, Joseph Nevins up around Sebago Lake and Vincent Lamont, Newport.

Jack Reddick took his family camping on vacation to Lake George in New York State. After he got all set up in fine style, guess who was camping next to him? Howard Nelson of Floor Covering with his family!

Later in the season on Jack's recommendation, John Koval and his boys tried camping at Lake George and found it just as nice as Jack had.

Our deepest sympathy to Fred Fairfield and Charles Moore on the recent loss of their mothers.

Charles Demery has done it at last. He bought himself a place near Franklin, spent a couple of years rebuilding it and then got married on July 25 during his vacation. The lucky girl is Della Davis of Millis. Their honeymoon was spent in New Hampshire.

We are glad to see Richard Arling back to work after his recent operation.

Leonard Weaver and family motored to Florida for their vacation.

Nelson Bartlett and his wife vacationed at their summer place on Moosehead Lake, Maine.

Forrest Clark and his family enjoyed a week's vacation at Lake Winnipesaukee.

Mr. and Mrs. Carroll Homan's vacation time this year has been mainly spent travelling to Maine to visit their daughter, Sandy, at a YWCA Camp and their son, Freddy, who is a counselor at a camp for boys.

Patsy Famiglietti is another of the Bird & Son men who faithfully attend National Guard maneuvers each year at Camp Drum, N.Y.

Edmund Savage finally took the fatal step marrying a girl from Brockton. We wish the new couple lots of luck.

We understand that David Tavares' new Chevrolet has a special compartment in the trunk for carrying the many clams he digs at Plymouth.

On his vacation John Tura made a trip to Milwaukee to watch the Braves-Giants series.

Francis Wall and Russell Blake journeyed through the South and saw many of their old time war buddies.

FLOOR COVERING PLANT

Welcome to the following new men who have recently joined the Undercoat Department: George Johnson, Raymond Burgess, Leo Bellanger, Richard Thomas, Christopher O'Connor, Wallace Anderson, Charles Farrell and Roger Guilmain.

Good luck in the future to Walter Henry who retired from the Undercoat Department at the end of the month.

LAND LOCKED SALMON, a three and one-half pound fish caught at Sebago Lake last summer by Ray Bearce of Norwood Roofing.

Bowling captain Benny Capone would like to hear from some of the new employees for his bowling roster.

Roger Voisinet and Donald Giguere, both members of the Rhode Island National Guard, have returned to work after summer training maneuvers.

CHICAGO

Special Sales Representative

Effective Sept. 1, 1959, Ronald H. Snyder was appointed as special sales representative in the Western Division. His specific responsibilities at present will be handling all Sales Promotion and Advertising matters in this Division.

Ronnie came with us as a summer replacement in the Traffic Department in June 1954. He worked each summer until he graduated in June 1958 from Bradley University, Peoria, Ill. with a B.S. degree in Business Administration, when he joined us on a permanent basis.

He completed his military service in July of this year at Ft. Knox, Ky.

Ronnie is 23 years old and lives in Blue Island, Illinois.

We welcome Frank Mucha to the Bird Family. Frank is working in the Traffic Department and we hope his stay with us will be a long and happy one.

Congratulations are in order! Anne Peterson has a new granddaughter, Susan Lee Peterson, born July 29, weight 8 lbs. . . . and Lillian Fuerst has a grandson — Robert John Layton, born August 11, weight 7 lbs. 13 oz.

One of the featured singers at the Boston Jazz Festival at Fenway Park in August was Dinah Washington. She is the daughter of Ollie Jones, 30-year man at Chicago Maintenance. Dinah has been pictured and written up in the Review before. She is popular with jazz lovers, has appeared on TV and at such places as the Palace Theatre in Washington, the Blue Note and the Regal Theatre in Chicago and the Shubert in Boston. Her real name is Ruth Jones.

Our deepest sympathy to Jimmie Riser in the loss of his Mother.

Joe Blosky's grandson, Joe Sheldon, was married August 22 at Holy Angels Church, Aurora, Ill. Joie was 21 August 19. Mrs. Blosky gave a bridal shower for the intended bride August 16. It was one of Chicago's hottest days, but Joe has an air conditioner in every room, which made it comfortable for all.

Anthony Christopher, President of Local 170, bought his wife a sewing machine. Now that he has two daughters there will be lots of sewing.

FOR SALE

30-ft. Bass Boat in excellent condition. With kitchenette. Cabin sleeps four people. Priced to sell. Contact Robert Fisher, Dept. FFF.

W. J. HILL, Inc.

Two future truck drivers for W. J. Hill arrived late in July: Paul Francis Burke was born July 23 to Mr. and Mrs. James M. Burke. His mother, Frances, used to work at Bird & Son.

On the last day of July Brian McCarthy was born to Mr. and Mrs. James H. McCarthy.

PHILLIPSDALE

Fred Matthews again spent his vacation back home in Newfoundland. He had the same experience which he has had in other years in trying to make boat connections, but he had a good time and the trip was still worth while.

Albert Farrell has been having quite a time with a new aluminum folding chair lounge. After several tries he finally found out how to open it. Now he is sitting back laughing at his wife trying to learn how.

Russell Mollerberg, another one of our racing car fans, is building himself a "go-cart" that we would like to see.

Ted Maddern has finally after 23 years bought himself a new refrigerator. He now says he has a slightly used one for sale for $25.

John Arruda has completed another year as chairman of the clambake committee. He says this is the last time, but he does such a good job at it that probably only a little arm twisting is necessary to have him keep at it.

The bowling season at Phillipsdale is about to start. Sixteen teams of five men each plus a spare will start September 9. We hear that some of the fellows are trying to get in some practice ahead of time.

Talking of sports, golf is again getting the attention of many of the fellows especially those on the machines. Bill Rebello has been telling us some fancy scores he has made, and we are beginning to think golf is something like fishing.

An announcement has been made of the wedding on September 5 of Palma Rogowski, daughter of Mr. and Mrs. Joseph Rogowski, and Robert Rondau at Saint Mary's Church in West Warwick.

Al and Mrs. Perkins spent their vacation with the parents of Mr. Perkins in Berwick, Nova Scotia.

Other vacations have included John Tameo at Bonnet Shores. Jose Rubi at Providencetown, and Earl Vincent at the Wiers in New Hampshire.

A recent visitor to the mill was David Bethel, Jr. who is now working at the missile base in Florida.

We are sorry of the death recently of Mrs. Willie Banks in California.

We welcome Catherine Averill to the office staff in Phillipsdale. We hope she enjoys her work with the company.

LEWISTON

Canada seemed to be a popular vacation spot for some of our Lewiston employees. Bill Cody and Ben Sirois spent some time in Montreal visiting friends.

Rita Tremblay and husband Leo enjoyed the sightseeing in Montreal and Ottawa.

Therese Langelier and her mother visited relatives in St. Pascal.

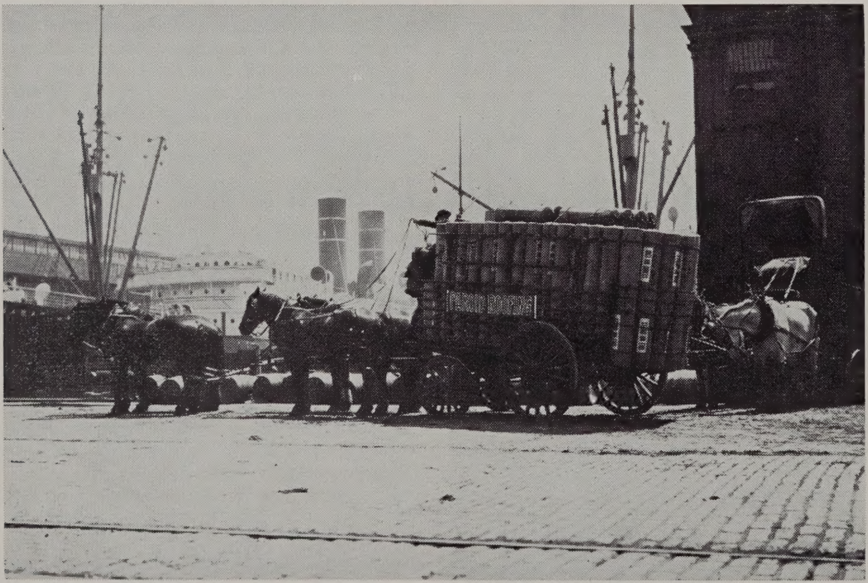
Elizabeth McCabe will vacation in September when she will probably visit friends in New York City.

Fern Champagne and husband enjoyed a pleasant fishing trip to Musquash Lake.

Margaret and Judith Gillis spent a week at Bailey's Island. Margaret and husband Alfred are spending most of their weekends at Moosehead Lake breaking in their new Fibre-Glass boat.

Jeannette Woodward and family spent a week at Allen Pond.

Pauline Tremblay a new employee, was married August 29. Her husband is a nephew of Rita Tremblay.



FIFTY YEARS AGO Bird Paroid Roofing was being delivered to the docks in New York in this fashion. Steve Traudt of Industrial Engineering sent this picture to the Review. It was found recently in his mother's attic. Steve's father was at one time a Bird salesman in the New York area.

Guy Houghton and family vacationed at their cottage at Sandy Bottom. Hope he will be all over his attack of bursitis by this writing.

Word has reached us that Alice Collins, a former employee, has a new son.

Quite a bit of excitement when the packers turned and saw a snake on the floor, Russ Gagne, calm as anything, picked it up by the tail and speedily disposed of it. Seems that the stray little pup who has been mooching lunches from most everyone brought in the snake.

CHARLESTON

Everybody had a good time celebrating Stanley Phillips' thirtieth Bird & Son anniversary. Thirty years ago, on August 12, 1929, he started as a routine tester in the Norwood Roofing Laboratory. Through the years he has held positions of increasing responsibility and is now foreman in charge of the roofing machine at Charleston. In honor of the occasion his friends presented him with a beautiful outdoor cooking grill and enough cash to buy his first steak to be cooked on the grill. Stan responded with a very short but informative speech, relating some of his past experiences with Bird & Son which brought many laughs from his audience.

At the Roofing Managers' Dinner Meeting at the Lafayette House in Foxboro, Mass. July 28, Baker L. Sears was saluted on the occasion of his thirty-fifth Bird & Son anniversary. Since Baker, who is Sales Manager of the South Atlantic District, completed his thirty-five years of service in July, the many top management officials who were present at this dinner took the occasion to stage a celebration and offer him their personal congratulations. During the ceremonies Henry Davis presented him with a silver platter from his friends and associates, suitably inscribed.

SHREVEPORT

Phil Johnson, Jr., son of FSPM1 Foreman P. O. Johnson, recently received a fine write up including his picture in the Shreveport Times concerning his stellar play during this season's Shreveport Recreation Department Baseball League.

Young Phil batted .481 for the season and hit .625 during the four game league playoffs that enabled his team to take the junior A League Championship. Phil Jr.'s coach said of him in the write up, "One of my best clutch hitters. I can always count on him." Phil Sr. says, "A chip off the old block! I taught him everything he knows."

Wylie Walden, machine foreman, and his wife took a very interesting trip through Texas on his recent 5-day week end. They traveled 1325 miles down the Texas Coast through Galveston, Aransas Pass, saw more than 300 shrimp boats at one dock, then on to Corpus Christi and then decided to go on over into Mexico. They paid for two day's insurance and then crossed the Rio Grande and thought they were set for the beautiful sights of Monterrey and other Mexican points. However, the police soon changed their minds. They were directed into the Government Building where they stood in line for three hours before Wylie decided to give Mexico back to the Mexicans and come back to the United States and leave some of the 110° temperature, but he learned that even though he had done nothing more than stand in line all this time only 100 yards from the border, he had to take everything out of his car and his luggage and let the customs authorities check it. When Wylie left Laredo, he declares his temper matched the weather, but he soon cooled off in the beauty of San Antonio and Austin, then back to Minden and home.

MacIntyre Scores with Hole in One

Alex MacIntyre, Norwood Roofing Office, made a hole-in-one at the 3rd hole of the Cedar Hill Country Club in Stoughton on September 8. Alex's 150 yard miracle was witnessed by Herb Schaier, John Eppich and John Koval, the other members of his foursome. This is only the 4th time a hole-in-one has been scored at the new course which opened about five years ago.

Total Eclipse Area is North of Norwood

People who live just north of a line running from Framingham to Quincy will see a rare sight just after sunrise on Friday, October 2. When the sun rises at 6:41 that morning it will already be partially obscured by the moon. The total eclipse starts at 6:50. The fiery corona encircling the black disc will be visible for only 56 seconds at the center of the eclipse area before the moon starts to move slowly away again.

This is an event astronomers travel thousands of miles to witness. For those interested in learning more about it, the Charles Hayden Planetarium shows at the Museum of Science in Boston from mid-September on will feature information and special effects relating to it.

The towns of Walpole, Norwood, Westwood and parts of Dedham are just beyond the total eclipse area, but the effect will nevertheless be most unusual, even here.

Be sure to use smoked glass or exposed film to watch the sun, to avoid damage to the eyes.

Cooperation would solve many problems. For instance, freckles would be a nice coat of tan if they'd just get together.

Recent Deaths

CHARLES J. MIKSIS, Floor Covering Shipping Department, died suddenly soon after reporting at the plant on August 3. He was 66 years of age. His continuous service record with Bird & Son goes back 39 years, to August 1920 when he began work at the Stock Handling Department, East Walpole. He also worked in Stock Handling from 1916 to early 1920.

Since 1930 he had worked at Floor Covering, in the Linoleum Department and recently in Shipping.

Funeral services were held on August 6 with a solemn high mass of requiem at St. George's Lithuanian Church, Norwood. He is survived by his wife, Suzanna, and a son, Charles, Jr. of Walpole.

SEVERIO DECHELLIS, retired, of 630 Washington St. East Walpole, died at the Norwood Hospital August 3 after a brief illness. He was 77 years old.

Mr. DeChellis started work for the company in October, 1922 at the Combiner Room, No. 1 Box Shop and worked there continuously until his retirement April 1, 1946.

Funeral services were held August 6 with burial in St. Francis Cemetery, South Walpole. He is survived by his wife Concetta, and several nieces and nephews.

PETER FLAHERTY, retired, of 47 Mountain Avenue, Norwood, died August 19 at the age of 73. He first worked at No. 1 Box Shop, starting in October 1923 in the finishing department. In 1935 he transferred to the Finishing Mill, East Walpole, working there until he retired in June, 1953. Funeral services were held on August 22 with burial in Highland Cemetery, Norwood. He is survived by his wife, Mary, and a son, John F., both of Norwood, two daughters, Mary Takesian of Chicopee and Loretta Poirier of Norwood, a brother, Michael of Norwood and two grandchildren.

CESARO GIORDINO, who retired in 1956, died in Norwood on August 19 at the age of 69. Previously a worker for the New Haven Railroad and various contractors, he joined the Roofing Plant at Bird & Son in January, 1943. After a short time in the shipping department and the yard crew, he transferred to the Granule Plant in 1945 and worked there until ill health made it necessary for him to retire in December, 1956. He is survived by his wife, Rose.

Funeral services were held August 22 with burial in Brookdale Cemetery, Dedham.

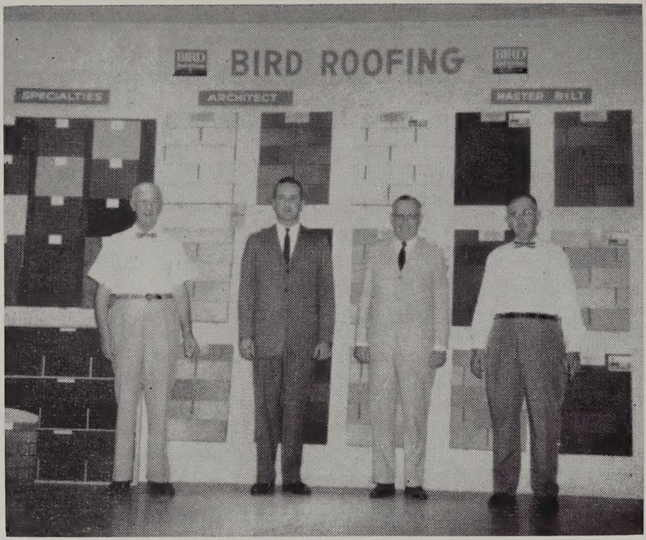
JOSEPH EMERSON, 78 Lewis Avenue, Walpole, died suddenly August 31 at the age of 52. As a result of a heart attack, he had been unable to work since April, had been improving until recently. He joined Bird & Son as a repair man in the Boiler Room in August, 1942. The next year he entered military service, returning in 1945 as a mason in the East Walpole Maintenance Department, where he had worked ever since. His widow, Edythe, survives him. Funeral services were held on September 4 with a requiem high mass at the Church of the Blessed Sacrament, Walpole.

What's In a Name?

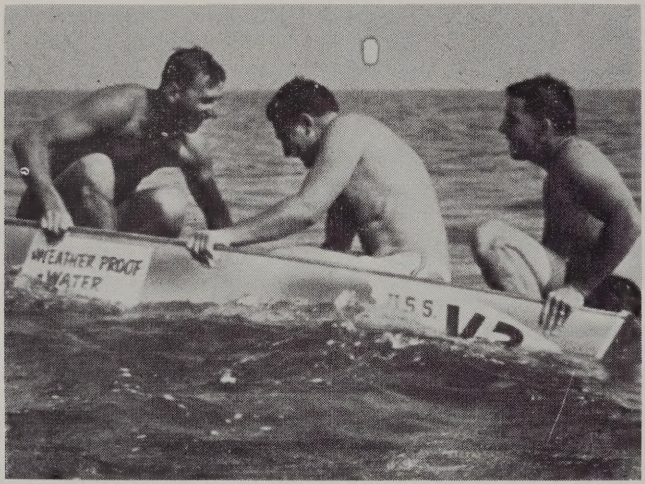
The lawyer calls him a client.
The doctor calls him a patient.
The hotel calls him a guest.
The editor calls him a subscriber.
The broadcaster calls him a listener-viewer.
The cooperative calls him a patron.
The retailer calls him a shopper.
The educator calls him a student.
The manufacturer calls him a dealer.
The politician calls him a constituent.
The banker calls him a depositor-borrower.
The sports promoter calls him a fan.
The railroad-airlines calls him a passenger.
The minister calls him a parishioner.

You may give a professional name to the person who buys your product or service, but no matter what you call him — *he is always the customer,* and his attitude toward you indicates whether you are doing well or poorly.
— Sales Management

He does not really believe his opinions who dares not give free scope to his opponent's. — *Wendell Phillips*



HAROLD SCHINDLER, Manager of the Nashville Roofing & Supply Company, recently opened in new quarters in Nashville, Tenn. He will be carrying the complete line of Bird products. Mr. Schindler is the man at the right. Others in the picture are left to right, G. A. Sayres and S. H. Williamson, salesmen, and B. L. Sears, Sales Manager.



IT FLOATS. At the mid-summer meetings of the Industrial Division held at Bass River, Cape Cod, held for agents for the trailer accounts, one of the exhibits was a pram, made of Bird V-3 board. When put in the water, it demonstrated the weatherproof qualities of the board beyond any doubt. It not only floated for the 3 days of the meetings — it supported a husky cargo as well: Agents Dick Berlick and Ed Samuelson from Elkhart, Indiana and Harry Green from St. Louis, Mo.

News Briefs (continued)

with a flare. It is produced, of course, at the Linoleum Department where other distinctive patterns are now being developed for the future.

Phillipsdale Got the Bird

It was the "bird" for Phillipsdale, without doubt, one afternoon late in August when a pigeon perched atop a utility pole in the Woodlawn section of Pawtucket. There was a sound like a shot, a puff of smoke, and the pigeon fell to the ground dead, soon to be surrounded by police, firemen and harried power line officials.

The bird had come in contact with a power line carrying 13,000 volts from the Narragansett Electric Company in Providence to Rumford. The pigeon was dead all right, and so were the power lines from 3 to 30 minutes. At the Bird Phillipsdale plant it was three hours before machines were running normally again.

Teen-Age Prospect Digs

— "I am a fifteen year old student, who happened to read an advertisement of yours in a popular magazine. Before I continue, I would like you to know that I have no interest whatsoever in buying your product at the present time.

"I am asking for information on your product because I am writing an essay on adhesives, and it so happens that your product, shingles, is stuck to roofs with an adhesive, so that your information on your product would provide material for my composition.

"In my first paragraph I mentioned that I didn't want to buy your product *at the present time. However,* if at some time I own a house, and I need shingles for the roof, I might remember your co-operation with me at this time, and buy my shingles from you.

"My preceding paragraph is commonly called "Blackmail", but I have heard that "Blackmail" works wonders, so I will expect that the information on the shingles will soon be in the mail." Signed Donald Baer.

P.S. We sent him some literature.

(from Chicago sales bulletin)

In Line for Cash Soon

From time to time the Review publishes a list of those people who have either three or four accepted suggestions to their credit. Whenever the count of five is reached it means an extra $20 in the suggestor's pocket.

Here's the way the list stood on September 1. Is your name here?

Four Accepted Suggestions as of 9-1-59

Ahrens, Nicholas, FC
Alberico, Pasquale, FBM
Anderson, Gunnar, FBM
Babel, Fred, FBM
Brebach, W. J., FC
Carberry, Edward, FBM
Carberry, John W., FBW
Carr, William P., FBM
Carvalho, Alfred, DPM
Center, Andrew, FXF
Chubet, Vincent C., FFT
Cordo, Rosario, FBF
Croatti, Armando, FBPM9
DeFlaminies, Amedio, FXR
DeMichele, Rudolph, FBM
DiCicco, Vito, FFN
Donlan, Francis, DMB
Donohue, John E., FBPM1
Eatman, John F., FSM
Ellis, James, FXC
Folan, Thomas, FFG
Frangiosa, Salvatore, FFN
Gervais, Roland, FFDA
Giampa, Joe, FBPM1
Glebus, Peter, DMT
Grinavic, William, FXR
Haggerty, William, FBY

Those with Four Accepted Suggestions (continued)

Hammond, James, DPI
Harris, Willis C., FBF
Hayman, Clare, FFY
Healy, John, FFM
Heikkila, Eino, FXR
Hourihan, Daniel J., DPIF
Jarlis, Joseph, ERB
Jezulewicz, Stanley J., FBV
Johnson, Clifford, FFG
Julius, Nunzio, CDH
Kinsman, George F. R., FFT
Knaus, Edward, EMW
Kozak, George, FBV
Locke, Charles, EMM
Lull, Norman, FFV
McBride, Anthony, DPX
McCue, Cyril O., FFY
McDonald, John, FBV
Makarevich, Charles, T
Massey, Lawrence, DPP
Mastropieri, Leonard, FFT
Michienzi, Frank, FBV
Montisano, Anthony, FXR
Montisano, Frank, FXG
Morrison, Fred, FXR
Morrison, Leon, FBPM1
Nado, Tony, FBPM1
O'Rourke, Edward, FBPM9
Padduck, Leo, FFF
Partridge, Harold, Jr., FBE
Patterson, Garnet S., FFG
Peters, Charles, FBW
Queenan, Joseph, DPM
Ralkavich, Joseph, FXR
Restaino, Domenic, FBPM1
Reynolds, John J., FBQ
Sansone, Pasquale, FFP
Savi, Alessandro, FBPM1
Sheptycki, James, FFQ
Sirignano, Carmino, DPV
Stuber, Kenneth, FXR
Teutsch, J. D., DSPM1
Tirocchi, Antonio, DPM
Tripp, Everett, FFM
Walden, Wylie B., DSPM1
Walker, Arthur, FFM
Webber, Elliot, FFV
Weddel, Russell, DPM
Wise, Arthur, FKPM1
Wise, George, FXF

Those with Three Accepted Suggestions as of 9-1-59

Amaral, Antonio B., DPX
Angus, Harry M., EMM
Armour, Arthur R., FBW
Audet, Leonard, DPP
Baker, E. D., FC
Bennett, Byard, FXR
Bertoni, Aldo, FFM
Billotta, Patsy, FBPM1
Blackman, Willie, FCT
Braga, Joseph, DPB
Brooks, Harvey, FCPM6
Brown, James G., FBPM6
Brylinsky, Harry G., FBPM9
Bunker, J. H., Jr., FFV
Capone, Pelligreno, FFN
Carchedi, Peter J., FBM
Carr, James A., FFJS
Chickering, Frank, DPP
Chiofar, Rocky, FBPM7
Clancy, John, DFB
Clifton, William, Jr., FC
Columbo, Santo, FBB
Connolly, Michael, FFV
Cornelia, Joseph A., FXV2
Davidson, Geames, FSM
Dearnaley, John F., FBM
DeSilva, Frank, DPX
Doran, Edward, FCQ
Duquette, William, FXP
Dzuibanick, John, FFM
Eames, Arthur, EF
Farris, Stuart, FXR
Fitzgerald, Joseph, FBN
Folan, John J., EMW
Forbes, Roland, FFDA
Fornaro, Victor D., FFF
Gabrielli, Louis, FBPM9
Ginn, Gordon, FFG
Gnecco, John C., Jr., FBN
Grazado, William, CDH
Gustafson, Carl, FFM
Harris, L. Arthur, FBPM5
Heino, William, FFM
Holliday, Jack, ERE
Hosch, Levi, FC
Houghton, Kenneth, FXVI
Johnson, Frances, FC
Jones, Thomas, FC
Kaiser, Albert, DPM
Lewici, Constanti, FXG
Lindequist, Nils, FFB
McCray, L. B., FS
MacLellan, James, FBV
Manning, Paul, FFV
Marrier, Joseph, DPM
Medeiros, Arthur, DPI
Michienzi, James A., FBF
Mills, Joe, FKPM
Mingels, Edward T., Jr., FBB
Moore, Elton, FFF
Morrissey, John, FXR
Mulkern, James, DMP
Nevins, Joseph A., FBPM7
Nolan, Raymond, DPP
O'Malley, Patrick, ERB
Ostrom, Helge, DMPM2
Palleiko, Bennie, FXC
Pease, Russell, FFG
Pino, Matthew, DPM
Ragsdale, Claude, FSPM1
Rochford, Anthony, DPL
Ronci, James E., FFN
Rose, Josephine, DFB
Russell, Gordon, FFV
Russell, Percy, FFM
Shusta, Charles, FXV2
Sigmund, John, FBM
Smith, Ernest, FFV
Smith, Thomas, FBPM1
Solbo, Charles, FBPM1
Staller, Gustaf, FBPM6
Taggart, Hilton, FFW
Tohosky, Francis, FFN
Toler, Ed, FKM
Troiano, Frank, FBM
Troiano, Joseph, FXR
Urquhart, Nelson, FFV
Utorka, Anthony, FBV
Van Brussel, Bernard, FC
Watson, Ralph, FXI
Wauhkonen, Eino, FFF
White, Joseph, DPB
Widow, Harold, FFF
Wisniewski, Edward, EMM
Zinni, Luigi, FBN

Southern Mill Town Perked Up with Bird Siding

ROOFING SALESMAN GEORGE STINE recently landed a 1,400 square order for Bird Shake and Plantation Stone Insulating Siding. This was in competition with asbestos siding. A number of houses in a small mill town in North Carolina were covered, the whole street taking on a new look as the pictures at the right show. At the left is George Stine with his dealer watching an installation of Plantation Stone.

BIRD

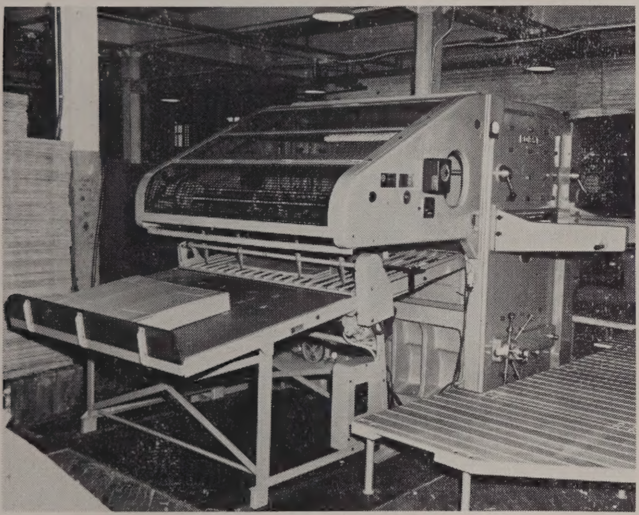
& SON, inc.

BIRD
PRODUCTS

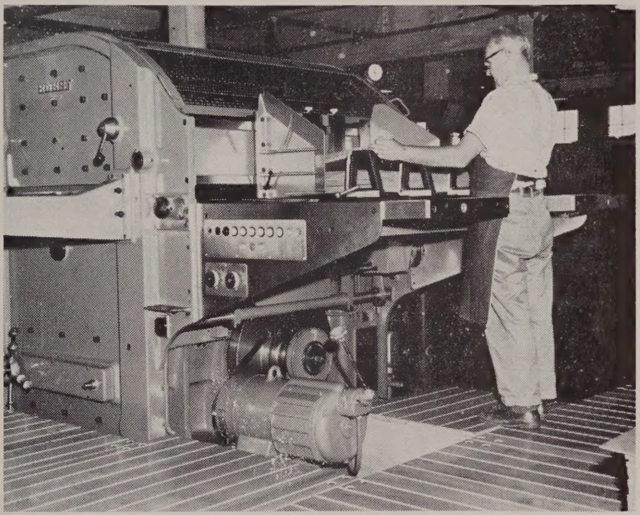
Established ® 1795

BIRD REVIEW NEWS DIGEST

Vol. 47 No. 10 Published for Bird & Son, inc. employees and their families October, 1959



AUTOMATIC OPERATION. Once the operator feeds in the stock at the front end, the machine dies out the sheets, stacks them in groups of 5 to 50 and sends them down the chute for the breakers to pick up.



LIKE A CLOCK. Joe Tamulewicz, No. 1 Box Shop, says he never saw a machine that was better made than this new Bobst Die Cutting Machine recently installed at No. 1 Box Shop.

New Bobst Die Cutter Shows Fine Craftsmanship

It's a fine piece of machinery which runs like a clock. And so it should, since it was made in Switzerland. We are talking, of course, about the new Bobst Die-Cutting Machine which was set up and put into operation late in the summer at No. 1 Box Shop.

Joseph Tamulewicz and Rowland Daniels, the two operators, are enthusiastic about its performance and its quiet operation. Every board is died out cleanly. Automatic controls handle the stock from start to finish.

Once the operator loads the machine and presses the button, the machine takes over. A kicker feed puts the boards through one at a time. The flat bed die makes a sharp cut as the plate beneath presses each board firmly against the die. Then the sheet moves through a stacker which stacks bundles in groups of 5 to 50 sheets according to how the automatic counter has been set. Each bundle is then ejected down a chute where breakers take over.

As Joe Tamulewicz said, if there's a better machine made he hasn't seen it. He has operated Mercurys and other fine makes, but this is the sleekest, smoothest-operating of them all. It cuts all sizes of sheets from 15¾"x 23⅝" to 42⅛"x62". It can produce really superior die-cut work in either single or double wall corrugated board and all standard calipers of solid fibre. Since the machine operates at speeds up to 4000 sheets per hour, the Sales Department is now soliciting new die cut business to "keep the Bobst bobbing."

Win A Turkey

The Second Thanksgiving Turkey Contest is under way. As announced on October first, *all* suggestions entered between October 1 and November 13 are eligible. Each accepted suggestion will of course also be eligible for all awards to which it may be entitled under the regular Suggestion Plan.

After the contest closes, a drawing will be held and the five lucky winners will receive a plump turkey in time for Thanksgiving. The contest is company wide. Suggestions received from all plant locations will be put into one box for the final drawing.

THEY CHOSE BIRD. When 1100 squares of Built-Up Roofing were needed for the roof of the new American Airline's Arrival Building at Idlewild Airport, New York, Bird roof Insulation, made at the Phillipsdale Plant was used. Large quantities of Bird Asphalt Felt and Bird Roofing Asphalt were also used on the job.

ANOTHER VIEW of the huge new building constructed last summer at Idlewild Airport. Bird Roofing Insulation and other Bird materials were used on the roof, which has an area over 2½ acres.

Idlewild's Newest Uses Bird & Son's Finest

Through the efforts of Bird salesman Jack McKinney, 1100 squares of Bird Built-Up Roofing were sold recently for the roof of the American Airlines Arrival Building at Idlewild Airport, New York.

The job was sold through Wolkow-Braker Roofing Company of Brooklyn, a well-known Built-Up Roofer who is also a Bird Approved Roofer. Bird Roof Insulation, Bird Perforated Asphalt Felt and Bird Roofing Asphalt were used on the job. Also, Bird Asphalt Felt and Bird Roofing Asphalt were used as a vapor barrier under the roof insulation.

An article in the July issue of the trade publication, *American Roofer & Siding Contractor* told the whole story, with a photograph of the job in progress on the front cover of the magazine.

The exterior of the building is finished now, sealed permanently against the weather by Bird products made at Phillipsdale and the Norwood Roofing Plant.

Retired in August

OTTO KRUEGER, 5048 South Hermitage Ave., Chicago, from August 8, 1955 in the Chicago Power Plant. Started as engineer, became chief engineer on October 17, 1955. Retired August 31, 1959.

Two Long Service Employees Die

EVERETT TRIPP, auto mechanic for many years at the Norwood Floor Covering Plant, died September 23 after a short illness. He was 65 years old last May. Joining the Floor Covering Maintenance Department in September, 1924, he had been employed continuously in that department. Since 1934 he had held the job of auto mechanic, with the responsibility of repairs on fork lift trucks and other motor equipment.

Funeral services were held in the South Foxboro Union Church on September 26. He is survived by his wife, Mildred, two sons, Everett, Jr. and Robert of Foxboro, five grandchildren, four brothers and two sisters.

LESLIE HOWARD, 61, foreman of the Phillipsdale Shipping Department died suddenly on September 30. He was stricken with a heart attack while preparing to go to work on Monday, September 28, and died two days later in the hospital.

His entire career with Bird & Son was spent in the same department. He joined the company August 10, 1923 and not long after that became the Shipping Department foreman. For many years he served as chief of the Phillipsdale Fire Brigade. His interest in fire-fighting was community-wide. It was only last June that the Review reported his 28 years of service in the volunteer department of his home town, Warren, R. I. He served 25 years as captain of the Massasoit Hook and Ladder Co. and was second vice president of the Fire Chief's Club of R.I. as well as second vice president of the R. I. State Firemen's League. Funeral services were held in Warren on October 3. Mr. Howard is survived by his wife, Mary and a son, Leslie, Jr. of Connecticut.

Thirteen Win Awards

In September Anthony Utorka, FBV, was the only one to receive an extra $20 award for five accepted suggestions. According to the list published in the last Review there are 75 others who are only one suggestion away from the $20. These are the individuals who have four accepted suggestions to their credit now. Is your name on the list?

Regular Awards:

Francis Brown, FBPM9	$20
Frank DeSilva, DPX	20
Albert Franklin, FBV	20
Donald Gillis, FBPM5	20
Joseph Medeiros, DPRE	20
Anthony Utorka, FBV	25
Anthony Basilici, FBPM9	5
Rocky Chiofar, FBPM7	5
John Dearnaley, FBM	5
Louis DeBaggis, FBM	5
John Ellis, DPP	5
David Morin, FBPM9	5
Joseph Roslauskas, FBV	5

Civilization can be measured by the degree of helplessness when the electricity goes off. — Quotations, Rapid Service Press

Fire at Small Rotary Is Quickly Extinguished

The fire which occurred Saturday, October 3 at the drying section of the small rotogravure printing machine at the Floor Covering Plant was put out within a few minutes. Prompt action by the men on the job, plus men from the Bird & Son Fire Brigade and men from the Norwood Fire Department, prevented serious damage. The blaze started at 1 P.M. in the heating units and spread to the adjacent oven section.

Only the material in process was lost. Over the week end minor repairs and cleaning were done, so that the equipment was in operation again on Monday. The new rotary unit installed this year was not affected.

As a precaution, Bird & Son men who fought the fire and the Norwood firemen were checked to see whether there had been any exposure to radiation from the Ionotron bar used in the drying section to control static. James Barton, Civil Defense expert from Franklin, who did the testing, reported that the men had not been subjected to harmful exposure. In fact, the machine area showed less radioactivity than is given off by a wristwatch with a luminous dial.

Assistant Superintendent William Pratt and Plant Engineer Ernest Paciorkowski, who were both on the scene very soon after the alarm sounded, gave high praise to the men who got the blaze under control so quickly. Paciorkowski was just closing his desk for the weekend when he heard the mill whistle. By the time he reached the machine a few minutes later the fire was practically out.

Insurance Instructor Will Answer Your Queries

During the past month William J. Stewart, State instructor, has been visiting the Massachusetts plants and offices of Bird & Son. He is an authority on Savings Bank Life Insurance, available for consultation on insurance problems and for writing up new policies, if you wish.

He has detailed information on a number of popular and worthwhile plans now being offered: Home Protector Plan, Five-Year Term, Economy Size Plan; Family Package and Dividend Option 5.

If Mr. Stewart has already visited your department and you have not had a chance to talk with him, call A. W. Smith, line 380, at the Credit Union. Arrangements will be made for you.

No, Thank You, Mr. Khrushchev

Mr. Khrushchev's visit to the United States has sharpened our understanding of the differences between Communism and Capitalism. In the one system, the *government* provides for everybody and DECIDES for everybody. In the other, the *people* run the government. Within the limits of the laws which they themselves have made, people in capitalistic countries like the U.S.A. are free to choose their work, the place where they shall live, their religion and their purchases.

For example:

Under our system private enterprise produces things or services which the people want. Companies compete and try to outdo each other to attract customers who will buy their refrigerators or floor coverings or transportation.

In Russia, people may want or need the product or the service. But they get it only if some group of government planners decides to provide it.

In our country, private individuals own most of the factories, the hotels, the homes, the railroads and the airlines.

In Russia, the government controls or owns these facilities. Government planners decide what shall be produced, what kind of homes or apartment houses shall be built and who shall live in them, what kind of transportation shall be provided.

Russians boast that there is no unemployment in their country.

That may be true. But see the price they pay. The *government* decides who will work, the rates of pay, how much shall be produced, and even how much profit shall be made. All of the "profit," of course is returned to the government.

Mr. K. made a great point in his final speech over T.V. of the fact that all taxation in Russia would soon be abolished. If they succeed in achieving this, it will be because of a tight system of government ownership. The government has no source of funds other than what it collects from others. If these funds are not raised by taxation, then they are raised through government-controlled or government-owned business establishments. And when government owns the business it *dictates* how it shall be run. Neither management nor workers have any say.

It all boils down to this: the more power the citizens place in the hands of their government, the less power individuals have to choose for themselves.

Would we in America like to work in a country where we would have nothing to say about where we would work or the working conditions?

Would we like a system where none of us could ever look forward to owning his own business?

Would we like to have somebody in government decide for us how our clothes should be fashioned, how much land we could have and what kind of a home we could build?

Would we like it if we could purchase only one brand of radio, or canned goods, or shoes?

The Russian answers to these questions have been clearly given by Khrushchev.

They are not the kind of answers that appeal to citizens of a free country like ours.

OUR RED RIVALS

© by **Harold Mansfield**

(continuing the account of Mr. Mansfield's visit to Russia in September 1958)

IV

The director's office in the Moscow plant you are visiting is a plain upstairs room with a desk at one end and a long table. The high window at the end has heavy, dark-blue drapes, edged with tassels. Huge on the side wall is a portrait of V. I. Lenin, looking down half sternly, half benignly, as though saying, "Remember what I taught you, boys, and you'll do fine." A man hurries into the room with an armload of red baize cloth to cover the long table and you know you're in Russia.

The deputy director is in charge in the director's absence. He is thirty-eight, with loose-combed hair, a casual but affirmative manner. He is distinguished from the rest by his necktie.

The plant director, he explains, works under an administration under the district economic council. He takes his plans there for approval, but he has the responsibility for buying his own materials, hiring his people, and negotiating the sale of his products. He is expected to meet the production plan that is established for the year, and to make a profit.

"And what if you don't?"

"We'll probably get moved to another job."

He explains that most of the workers are paid by the piece, rather than by the hour. Their pay ranges from 600 to 1,820 rubles per month. On the average they make 930 rubles per month. This would be $93 at 10 rubles to the dollar.

The deputy director says his own pay is 3,000 rubles, plus bonuses earned for "exceeding the plan."

"How did you get the job?" asks a member of your party. "Marry the boss's daughter?"

He laughs. The government interpreter, loyal communist, takes the opportunity to quip: "Only in your country does that happen." The deputy director says he was graduated from an institute, went into the technologists' department, worked up to chief engineer and this.

They Don't Disagree

Employee wages are established in an annual agreement with the trade union. Someone asks the executive, half jokingly, "Do you ever wish you didn't have a union to deal with?"

He doesn't smile. "The unions are helpful," he says.

"But what if the union and management disagree?"

The government interpreter looks around indulgently and explains: "They don't disagree."

Another asks: "What is the basis of wage increases?"

"Productivity. Advancement is on personal ability. General wages go up as productivity goes up."

You find the same system prevails in other plants you visit. "It's the production that pays the wages," they tell you.

You reflect, confusedly, that you have heard management in America make the same case that labor is making in a country where labor wears the hat.

When you wonder, at times, why the workers are not squawking to high heaven about wages, you remember the phrase "social obligation." In their view they are working not just for themselves. They are working together for a goal — to build Russia. "We work half for the present and half for the future," they say. Half to build their own standard of living, half to make the red star the great light of the world. To do this they know they must work to surpass America in all things, but most of all, in industry.

"Do you really think Russia can match America in production?" you ask in Moscow, Kiev, Kharkov, Leningrad.

Says a laboratory assistant: "Da. We are behind you now, but our tempo is greater. That means we will overtake you."

A university professor: "Da. Already we are nearly up to you in output of some things: milk, woolen cloth. We'll reach your standard of living in 10 to 15 years. There is a possibility of doing it faster."

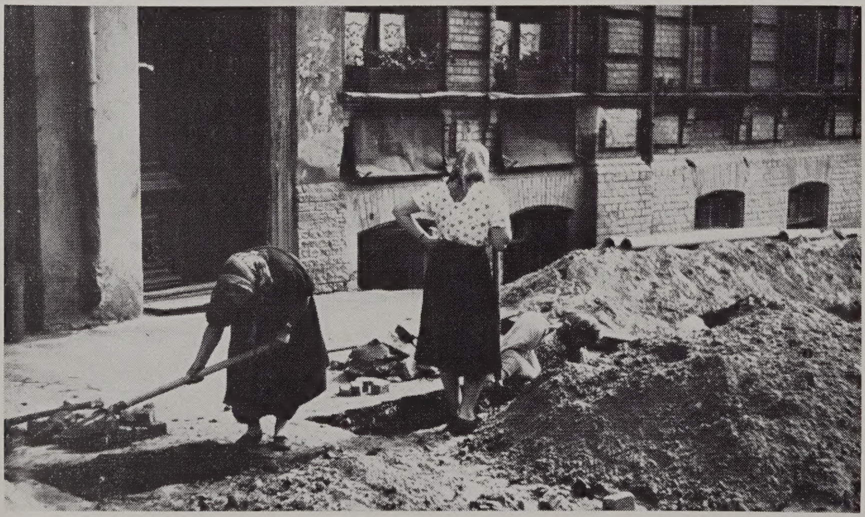
A skilled worker: "It is possible. In ten years we should catch you."

A store manager: "Da, but it will take a long time."

An architecture student: "Ten to fifteen years."

A young factory worker, studying nights to finish his tenth grade: "Da, we'll catch up if you don't interfere." He means if America doesn't interfere by war. Everywhere the people tell you they want peace. But they fear America.

A student of history, candidly: "I don't like Communism. I don't like capitalism. I like freedom. But Russian industry is coming up fast. Five years, Russia will produce as much as America."



WOMEN DOING MANUAL LABOR on construction work are a familiar sight in Russia. These women, photographed by Harold Mansfield, are pick and shovelling a water main in Kiev. Factories use more modern methods.

On a flight between Minsk and Kiev, you sit beside a young jet pilot of the Soviet Air Force, relaxed in a gray leisure jacket made of kapron, the Russian nylon.

Moon Shot

"Do you think your scientists will get a rocket to the moon before the United States?" you ask him.

"Sooner," he says, with a polite but confident smile. *

"Think Russia will put a man on the moon in ten years?"

"Earlier. Between five and ten years, we will do it." You sense the quiet cockiness of young Russia. You ask the familiar question: "Do you think Russian industry will produce as much as America in five or ten years?"

"More than America," he replies.

You think of the great contrast between Russian living and American. It is inconceivable that they could build up their total economy that fast. "That will be good for the Russian people if they can do it," you say.

But you know, too, that it will also pose a problem for America — in the world market.

* He was right on this statement made to author Mansfield in September 1958. — Editor

(To be continued)

BIRD CLUB NEWS

Golf News

When the Bird Club Men's Golf League ended its season at the Cedar Hill Country Club on September 15, Alex MacIntyre was saluted as the most deserving member of the season. Of course it was his hole-in-one at the course on September 8 that settled the decision in his favor. (See picture)

At the final tournament on September 15, Fred Turco won Low Gross; Low Net winners were Joseph Smelstor, first; John Koval, second, John Reddick, third, John Kunelius, fourth, and Hank Mathieu, fifth. All were presented with jackets.

Men's Bowling

The first week of bowling ended with Committee Chairman Moses Bader holding all the top positions: high three string, high single, and high average.

In the second week, however, Roger Anderson topped Moe's high single of 127 by two pins. As of October 7 Francesco Petrolini leads with 137. Moe still holds the high three string record with a score of 356. Petrolini is in second place with 352.

MOST DESERVING MEMBER. Alec MacIntyre, who achieved the almost impossible — a hole in one at the Cedar Hill Country Club on September 8, received a special card signed by other members of the Men's Golf League and a tie pin and cuff link set awarded by the pro of the Cedar Hill Country Club. Alec is the happy man on the right. Presenting the award is Bird Club Golf Chairman, Hank Mathieu.

EMT, EM and FBM teams are currently tied in first place, with team FBF trailing in fourth place.

Five highest averages:

Francesco Petrolini, DF	110
Moses Bader, EM	108.3
Roger Anderson, A	105
Joseph Jarlis, EM	103
Everett Pyne, FBM	102.2

Girls' Bowling

In the Girls' League six teams are competing. At this time Team 6 (Captain Anne Cavanaugh) is in first place and Team 2 (Captain Joanne Leary) is second. Doris Reardon holds both High Single and High Three string records — 116 and 292.

SEE YOU AT THE BANQUET, Saturday November 7 at Workmen's Hall Norwood. Holman dinner and dancing from 8 to 12.

Training Classes Start

The course in advanced shop mathematics, announced earlier for maintenance men, got underway on Tuesday evening, September 29. Nearly 30 men from the various maintenance departments have signed up voluntarily for this 13-weeks of instruction at training headquarters on the top floor of the old office building in East Walpole.

A class in union contract administration started October first for Main Mill foremen, and on October 7 the Roofing Plant foremen resumed their studies in the same subject.

Long Service List

NOVEMBER

Name	*Date*	*Dept.*	*Years*
Frank P. Reynolds	11-3-24	Director of Research	35
Axel A. E. Hertzberg	11-18-29	No. 1 Box Shop	30
Peter Knox	11-22-34	Floor Covering	25
Charles Campisano	11-6-39	No. 1 Box Shop	20
Donald J. Martin	11-8-39	No. 1 Box Shop	20
William D. Marland	11-23-39	Horticultural Sales Manager	20
Harold R. Graves, Jr.	11-6-44	Finishing Mill	15
Annie A. Kelter	11-8-44	No. 1 Box Shop	15
Gertrude MacDonald	11-16-44	Office	15
Rocco A. Puopolo	11-28-44	Paper Mill	15
M. Ruth Phelan	11-1-54	Roofing Mill	5
John W. Kunelius, Jr.	11-3-54	Office	5
Ronald G. Babcock	11-8-54	Office	5
John R. Flynn	11-29-54	Floor Covering	5
LEWISTON			
Margaret L. Gillis	11-23-54		5
PHILLIPSDALE			
Albee Boisvert	11-15-44		15
CHICAGO			
Benjamin Macklin	11-4-19		40
Brantley Hansen	11-15-44		15
SHREVEPORT			
G. Noble Peterson	11-7-44		15
James M. Oglesby	11-4-49		10
Wilson T. Eason	11-5-49		10
Joe L. Springer	11-7-49		10
George W. Walker	11-12-49		10
Willie J. Webber	11-25-49		10
Couton Evans	11-26-49		10
Sam Hicks	11-28-49		10
Wylie B. Walden	11-28-49		10
Isiah Smith	11-29-49		10
M. C. Isaac	11-18-54		5
CHARLESTON			
William F. Jenkins, Jr.	11-24-54		5
Bradley C. Shelley	11-24-54		5
Note Turner	11-24-54		5
Adam W. Winkle	11-24-54		5
Edward J. Evans	11-30-54		5
James E. Youmans	11-30-54		5

TOP OF THE NEWS

MAIN OFFICE

We welcome Prescott J. Mollison who joined the Credit Department the first of October. He has had considerable experience in the field of credit and collection with Kendall Mills.

Alice Wenstrom of Stenographic spent an early vacation visiting relatives near Montreal.

Joy Holmes of the Mail Room took an early fall vacation and visited friends in Exeter, N. H.

They are calling him *General* Roger Anderson now. Recently Roger Anderson in Accounting wrote to a Mid-West business firm signing the letter with "General Accounting" and his signature. In a few days the reply arrived:

"Roger Anderson
General Accounting
Bird & Son, inc.
East Walpole, Mass.
Dear General:"

We were pleased to have Marie St. Cyr return recently for several days working in the Credit Department during Jackie Hemmer's illness.

William McKernan of the Mail Room is the proud father of a new daughter, Suzanne, born September 15 at St. Elizabeth's Hospital, Brighton. She weighed in at 8 pounds eight ounces.

Eleanor Garland, former assistant editor of the Review, is now teaching Business English in the evening division of the newly-organized Montpelier (Vt.) City College. Eleanor is editor of "Contact," the publication of the National Life Insurance Company of Vermont, and is also assistant in public relations. Her friend, Grace Munroe, who lives with her and who was formerly with the Walpole Woodworkers, is teaching Accounting in the evening division of the City College.

NO. 1 BOX SHOP

Everyone in the Shipping Department extends best wishes to George Mather, III and Shirley Ann Lancaster on their recent marriage September 13 at St. Mary's Church, Dedham.

Jo Boucher of the Shipping Dept. Office is taking a new job. She is becoming a full time housewife and moving to Florida. Good luck from everyone in the gang.

In Jo's place we welcome Mrs. Anna Morrison of Stoughton.

NO. 2 BOX SHOP

Martin Fisher with his family vacationed in New York and Vermont while Eino Heikkila and his family traveled to Maine.

Royden Barrett and family spent their vacation at Lake George and in Vermont.

Our deepest sympathy to August Petrova in the loss of his wife.

We are sorry to hear about William Duquette's illness but hope that he will be back with us soon.

FLOOR COVERING PLANT

Philip Muehlberger, who retired from the Print Machines in 1956, has just sent us a card from his new home in Globe, Arizona. The map shows Globe to be just east of Phoenix and north of Tucson, almost in the center of the state. Judging by the colored postcard, it's a countryside of cactus, desert and mesas. Phil sends regards to all.

James Eppich, former hanger man at the Undercoat Department, has resigned to accept employment with Sears Roebuck & Co.

Anthony Torres, messenger for the Floor Covering and Roofing Plants, has resigned to attend Burdett College where he will major in management.

The September issue of the national magazine *FLOORING* carries the following item:

> *"WHAT'S IN A NAME?"*
>
> Possessor of such an appropriate name for the carpet industry, George Bigelow works for Bird & Son, manufacturer of resilient flooring."

Clinton Alphen of the Linoleum Department Office has enrolled at Boston University Evening School of Languages.

MANCHESTER

We wish to extend a hearty welcome to the new additions to the set-up group in the persons of Mrs. Grace Genest and Joanne Faucher. Our family is growing.

To Ed and Hazel Rydczyk many happy years in your nice new home on Cilley Road.

Congratulations to Ernie and Frances Panneton and Bob and Muriel McGraw on their new arrivals, both boys — Richard and Allen.

To our newly established bowling team best wishes for many victories in the current season. Knowing you all personally and knowing that you all excel in throwing in general, it is nice to see you apply it to something practical. Seriously, the best of luck.

We want to welcome back to the ranks of the fair ladies Mrs. Jean McDonald, one of our very efficient workers. Glad to see you back.

PHILLIPSDALE

We are sorry to hear of the death on September 23 of the father of Manuel Silva of DPRE and Anthony Silva of DPV.

Ginger Conti of DPP won the annual Jimmy Golf Tournament on September 20 at the Pocasset Country Club with a one under par score of 70.

The annual bake of Local 878 of the United Paper Makers and Paper Workers was held at the White Rail in Bristol on Labor Day with 222 in attendance. The committee members were John Arruda, Edward Perry, and August Enos. The winners of the various contests were as follows:

Back Walking Race
  Allen Gouveia
Treasure Hunt
  Richard DiPetro
Boys Race 6-9
  Joseph Ellis
Boys Race 9-12
  Robert Strickland
Girls Race 6-9
  Maureen Enos
Girls Race 9-12
  Pat Queenan
Three Legged Race
  Pat Queenan and Linda Perry
Wheelbarrow Race
  Bobby and Ronny Strickland
One Legged Race
  Roberta Turner

Congratulations to the Stricklands on the birth of a baby daughter on September 26.

Ray Chappell in changing his shoes to go home one afternoon recently found that he had one shoe each of two different pairs. It must have been rather dark that morning, but at any rate he was happy in having one right and one left.

Ben Pino parked in Ralph William's stall one day recently and Ralph didn't realize it until he found out that he couldn't see through the windshield due to the seat being so low. Ben must have been driving a man's car.

The Phillipsdale Bowling Team has opened with Franklins being on top as of September 23. The season is early yet, and most anything can happen.

SUPER SALESMEN OF SUPER VINYL. This snapshot was taken as the salesmen in the Southern Field met in Atlanta in September to discuss the Fall program. Seated left to right: Parks Stewart, William Evans, Southern Field Manager, and Arvel Disher. Back row: Chester Albert, William Hover, Richard Eklund and William Anderson.

CHICAGO

HOME OF THE CHAMPS OF THE AMERICAN LEAGUE — THE CHICAGO WHITE SOX

We are very happy to report that our sales representatives K. Somers and T. F. Reimann are both back on the job and feeling fine after having "done time" in the hospital.

Anne Stupur and her husband (Anne is a member of the Sales Dept.) spent their vacation in Kenora, Ontario, Canada. Anne reported that the drive up and back was fine, and the time there most enjoyable, except that it was quite cold which spoiled the fishing somewhat.

Good luck to Mike Sanfilippo and his bride who were married on Sept. 5. Mike works in the Compound Department.

James Mix, Sample Department has started a new life. He was married Sept. 19th. His bride weighs 98 lbs. Jimmy says "98 lbs. of sugar!!!". Good luck to James and his bride.

For Joe's birthday Mrs. Blosky bought a new lawn mower. This mower has a seat so Joe can have solid comfort while cutting the grass. Joe is foreman of Compound Department.

Bernard Schatte's family keeps growing and his house was too small, so Bernie purchased a larger house with a recreation room for the children. Lots o' luck in your new home, Bernie.

Bill Keaton and family toured the west on their vacation . . . from Arizona to the famed Las Vegas. While at Las Vegas they took in some of the famous spots. We understand Bill really enjoyed his visit there, especially the floor shows.

Bob Watts and family spent a week in the famed Black Hills of the Dakotas. Beautiful scenery — even the snow they ran into in September was beautiful.

Roger and Mrs. Sumner took a few days vacation, driving their oldest son to Appleton, Wisconsin where he started his first year at Lawrence College.

We enjoyed a short visit from J. J. Murphy this month. We are always happy to have someone from the East visit us.

Parental Delinquency

Twelve Rules for Raising Delinquent Children

1. Begin with infancy to give the child *everything he wants.* In this way he will grow up to believe the world owes him a living.
2. When he picks up *bad words,* laugh at him. This will make him think he's cute. It will also encourage him to pick up "cuter" phrases that will blow off the top of your head later.
3. Never give him any *spiritual training.* Wait until he is 21 and then let him "decide for himself."
4. Avoid use of the word *"wrong."* It may develop a guilt complex. This will condition him to believe later, when he is arrested for stealing a car, that society is against him and he is being persecuted.
5. *Pick up* everything he leaves lying around — books, shoes, and clothes. Do everything for him so that he will be experienced in throwing all responsibility on others.
6. Let him read any *printed matter* he can get his hands on. Be careful that the silverware and drinking glasses are sterilized, but let his mind feast on *garbage.*
7. *Quarrel frequently* in the presence of your children. In this way they will not be too shocked when the home is broken up later.
8. Give a child all the *spending money* he wants. Never let him earn his own. Why should he have things as tough as you had them?
9. Satisfy his *every craving* for food, drink, and comfort. See that every sensual desire is gratified. Denial may lead to harmful frustration.
10. *Take his part* against neighbors, teachers, policemen. They are all prejudiced against your child.
11. When he gets into *real trouble,* apologize for yourself saying, "I never could do anything for him."
12. Prepare for a life of *grief.* You will be likely to have it.

This is a quote from pamphlet issued by the Police Department of Houston, Texas.

Fatal Accident at Charleston Plant

The entire organization at the Charleston Plant was shocked to learn of the accidental death of Charles H. Fleming, 24, on September 24.

The accident occurred about 2:30 A.M. while Fleming was dumping a load of junk in a nearby dump. When he failed to return, another worker, Charles Roberson, went to investigate. He found Fleming outside the truck, his head trapped between the dump body and the chassis of the truck. There is no apparent explanation for the accident. The truck mechanism was in proper working order. The lever for raising the body of the truck and the mechanism for lowering it are operated from inside the cab. His hands and arms were not involved.

Mr. Fleming was not married. He is survived by a sister, Mrs. N. E. Tucker of Charleston Heights, with whom he lived, and three brothers. One brother, James, is employed at the Charleston Plant Shipping Department.

BIRD
Self-Sealing TIE PADS
BIRD Self-Sealing TIE PADS
RAIL LAYING
BIRD Self-Sealing TIE PADS
TURNOUTS
BIRD TIE PADS AT WORK!

EFFECTIVE DISPLAY of the Bird Tie Pad line at the railroad show in Chicago in September. All materials were prepared by William Koehler and his staff of the Advertising Display Department. The display was set up by Nunzio Julius. The fourth man from the left is Bird salesman R. W. Carpenter and the seventh man is Mr. Tie Pad himself, Albert A. Cross. The booth, one of the most popular at the show, was visited by many railroad executives including several presidents of important railroads.

Charleston Plant Undamaged by Gracie

Hurricane Gracie slammed into Charleston, S.C. on September 29. Winds up to 125 miles an hour uprooted trees, ripped off asphalt roofs and metal roofs too. Exceptionally high tides flooded streets along the waterfront, even three or four blocks inland.

The Bird & Son plant, 3 miles up the Ashley River had very little damage. Luckily the high water came in at the time of low tide. Had it been on a high tide, all the plant would have been flooded. Power went out early on the morning of the 29th, was not restored until 9 P.M. on the 30th. Production resumed on a full basis the next day, October 1st, and shipping was stepped up to meet the tremendous demands for new roofs and emergency repairs.

To help in the emergency, large shipments of shingles and roll roofing were sent to the Charleston plant warehouse from East Walpole and Shreveport.

An area from Beaufort, S.C. 50 miles south of Charleston to Georgetown, S.C. on the northeast, and extending many miles inland, was severely damaged. Henry Davis, Southeastern Manager who was in New England at the time of the disastrous 1938 hurricane, said it was the same kind of storm, inflicting heavy damage wherever buildings were exposed or were not in the best condition.

Early reports are that both Bird Wind Seals and Bird Architect Shingles withstood the blow in fine shape. Houses protected with these shingles had little or no damage.

Savings Bonds Interest Increased

Never before have United States Savings Bonds been so attractive to investors and small savers alike.

Forty million people automatically benefit from the recent legislation passed by Congress. That many hold outstanding bonds in the amount of $42.6 billion. For the first time, the one-half per cent hike in rates applies to old series E and H Savings Bonds, as well as those being bought currently. So, it will be to the advantage of most bond owners to hold onto their old bonds, thus automatically receiving the benefit of the increase."

The new law does two things: (1) it provides that all Savings Bonds bought on and after June 1 draw 3¾ per cent interest when held to maturity, and (2) it increases by at least one-half of one per cent the interest return on all outstanding E and H bonds, regardless of their age, for the period from June 1, 1959, to their maturity. In addition, the Treasury has promised a 10-year extension privilege for all E Bonds, both old and new.

Alfred W. Kay is Named Commodity Manager of Termite Protection Products

Alfred W. Kay, entomologist, joined Bird & Son on October 1. He becomes a member of Vice President Eli L. Chamberlain's staff as Commodity Manager of Bird Termite Protection Products. Mr. Kay will start his efforts in the Southeastern Division working out of the Charleston office on the development of a Bird system of protection against termites, particularly in new construction.

The sale of Bird Termite and Vapor Barrier and Bird Termibar Caulking Compound and similar products began in the summer of 1958 and has reached the point where it is desirable to add a specialist to give this line of products the attention it deserves. Mr. Kay will work with production and sales to make our termite protection system comply with FHA and other standards for termite control and to develop the sale of these products all over the country.

Trained at the University of New Hampshire and Purdue University, Indiana, Mr. Kay received a B.S. degree in entomology from Purdue in 1955. He has worked in the field of pest control ever since. For a time he was with the Hygienic Sanitation Company of Philadelphia and subsequently was supervisor of the Pest Control Department at Purdue University, Lafayette, Indiana from January to September, 1956. Since then he has been manager of the Termite Control Division of the Waltham Chemical Company, Waltham, Massachusetts. As all of his work has been in pest control and termite control, Mr. Kay brings to Bird & Son not only a technical background and knowledge of the problems in protecting buildings against infestation of termites, but also also much experience with architects, builders and real estate agents.

Mr. and Mrs. Kay and their four children have been living in Needham, Massachusetts but will soon move to Charleston.

They Like Bird Vinyls in England and Australia

Bird & Son is now shipping Vinyl Floor Covering to England, Scotland and Australia.

The Dundee Linoleum Co. Ltd. of Dundee, Scotland, has recently been appointed exclusive distributor of the Bird Floor Covering line in all the British Commonwealth except Canada.

Very large shipments have already been made to the Dundee firm in all three countries, England, Scotland and Australia. Well known throughout Great Britain, this company has its own force and manufacturing operations with warehouses at London, Liverpool and Glasgow. Its chief product is linoleum. Rotogravure printed Vinyl Floor Coverings are new in Europe and our patterns and colors are bringing very favorable comments. Although only Vinyl material has been shipped to date, we expect shortly to be filling orders from this distributor for other floor covering products.

BIRD & SON inc.
Established 1795
E. Walpole, Mass.
Return postage guaranteed

BULK RATE
U. S. POSTAGE
PAID
East Walpole, Mass.
Permit No. 1

BIRD REVIEW
NEWS DIGEST

Vol. 47 No. 11 Published for Bird & Son, inc. employees and their families November, 1959

R. H. Emerson Named Assistant General Manager at Chicago

Richard H. Emerson has been appointed assistant general manager of the Western Division. He has just completed eight years as sales manager of the New England District of the Building Materials Division.

The new assistant manager at Chicago is a graduate of Rivers Country Day School, Chestnut Hill and Yale College, Class of 1932. In November of 1933 he joined Bird & Son as a sales correspondent in the Building Materials Division, after a year of selling for Cape Cod Farms.

In 1935 he was assigned the Central Pennsylvania territory. In August 1948 he was transferred to Eastern Con-

(continued on page 5)

Robert A. Beattie Promoted to Manager of New England District

Robert A. Beattie was appointed New England District sales manager of the Roofing Division on November 2. He replaces Richard H. Emerson, recently named assistant general manager of the Western Division.

A graduate of University of New Hampshire, class of 1927, Robert Beattie first worked for a year and a half with the American Radiator Company in Boston as a sales engineer. He

(continued on page 5)

EUROPEAN TRIP RESULTS IN NEW IDEAS FOR RESEARCH

Director of Research, Frank P. Reynolds, and Chicago Plant Superintendent, Donald Frazier, returned in mid-October from a month's business trip to Europe. During their stay abroad they observed many new products and techniques some of which will eventually find their counterparts in new ideas for Bird & Son, inc. For instance, on visits to about seven different locations in West Germany and Northern Italy they observed the European developments of plastic building products, including the raw materials from which such products are made and equipment for making the products. They found that the European development of plastic building products has frequently been along lines quite different from the developments in the United States and Canada.

Mr. Reynolds states "The management of Bird & Son has thought for some time that we should broaden our base of building products by development and sale of some containing plastics. This trip showed us some very interesting products which we hope Bird & Son can further develop and introduce into the United States."

Installation in Europe

The early part of the trip was spent in the Scandinavian countries. Particularly interesting was a visit with representatives of Icopal and the Swedish State Railways. The two Bird & Son men were shown laboratory tests and track installations of Bird and competitive European types of tie pads. The two kinds of Bird Tie Pads, which had been under test for three years in track and which Swedish State Railways had also tested in their laboratory, have proved to be the only ones that are satisfactory in both types of tests. It is now apparent, Mr. Reynolds believes, that the Swedish State Railways will use Bird Tie Pads made by Icopal in considerable quantities. Icopal was licensed to make the Bird Tie Pads under a special agreement completed last spring.

Officials of this Swedish firm also expect to introduce Bird Tie Pads to other European railway systems very shortly.

Mr. Reynolds and Mr. Frazier inspected applications of roofing products made by Icopal and its associated companies in Stockholm and in other Scandinavian locations. These companies have developed asphalt roofing products, particularly for built-up roofs covering multi-story buildings, along different lines than developments on this side of the water. Many worth while ideas were obtained which will eventually result in new products for the Bird line.

(continued on page 8)

OUR RED RIVALS

© by Harold Mansfield

(continuing the account of Mr. Mansfield's visit to Russia in September 1958)

V

Opinions differ as to timing, but not one Russian you have talked with believes his country will remain behind America industrially. Most, like the young jet pilot, believe they are already leading in science. In fact, you can recall a good many Americans at home who would grant this, though you believe it to be true only in limited fields. How has the Soviet Union achieved this point of progress? How did it successfully get off a sputnik while others slept? Except for the sputnik, what you have seen in Russia so far has been short on originality. You wonder if scientists educated under communist dogma can have the imagination to produce new scientific discoveries. You want to learn more about what motivates these men.

Loitering in the main hall of Kiev University, you meet a research psychologist, a man you think should be qualified to discuss this point. "What inspires the Russian scientist? — what makes him try to discover new ideas and put them to use?" you ask him in his cluttered laboratory office next day. "Is it the money he can make, the hope of a Lenin prize and fame, love of his country, or what?"

We are free

The man across the desk has intent eyes, a lean face, and needs a shave. You are alone with him, embarking on deep waters with your frail Russian, plus his fragments of English. He leans toward you, interested: "It's all of these," he says, "but these are not all. These are not the main factors." He lays out a finger. "First, our scientists are free."

"Free? How do you mean free?"

"Free to work on things they want. If you have a new idea, you tell your superiors. If they think it is a good idea, they will say, 'Go ahead and work on it.' You are given the equipment and the facilities."

"And if they aren't interested?"

"You have to try again." He continued: "I am free to experiment on what I want. My colleagues are free to work on what they want."

"OUR PEOPLE ARE A FREE PEOPLE" This surprising statement was made to Harold Mansfield by a Russian research psychologist in an interesting interview related in this chapter of "Our Red Rivals." This Moscow street scene snapped by Mansfield could have been made in the U. S.

He put two fingers on the table: "Second: the Russian people love the scientist."

"Why?"

"They are servants of the people. They have a high and respected position. Third: Their security is provided. They are secure on account of money."

"You mean they have good material comforts."

"Very good. But this is general: You must understand. Our people are a free people."

"The Russian *people* — free?" It is more than you can swallow, but you are polite and let him continue. He leans closer.

"My mother and father were farmers in the Ukraine," he says. "They can't read or write. I am a scientist. This is what I mean by a free people."

"Free to achieve, to go to a higher position?"

"Da. Also free from exploitation. A Russian is free in his capacity and ability. This freedom is the general factor — the chief factor that inspires our men of science." He adds: "I should have said first of all, we have general education. All are equal in possibilities."

You begin to see how the very things America credits for its great progress, Russia is adapting to its ends. Education and opportunity. You pursue your original question: "But you agreed the desire for money, fame, and love of country were each factors. Which of these three is more important?"

"We are talking openly, freely," he answers. "Love of our country is first. For myself, I do not think about money. For my friends in science, money is not the main thing in their thinking."

You say: "In America, I don't think the scientist is working mainly for money either. He works because he wants to discover new things, get more knowledge, learn new things. Only those who earn the least, work primarily for money."

He nods vigorously. "It is the same in our country. Only those who earn the least."

Wage increases

"What about wages in general. Do the unions ask an increase each year?"

"The government decides," he replies. "If I ask for myself, I may ask too much. It would make prices too high. We do not want inflation." He

(continued on page 3)

Recent Deaths

JAMES DUDA, 78, retired, died at his home in East Walpole on October 3. From October 14, 1918 he had worked at the East Walpole Paper Mill in the Beater Room. He retired at the end of December, 1949.

Funeral services were held at St. George's Lithuanian Church, Norwood on October 5. He is survived by his wife, Mary and two daughters, Albina Duda and Mrs. Adelle Roudels, both of East Walpole.

HENRI DAVENPORT, former Assistant Treasurer who retired ten years ago, died on October 12 in his eightieth year. He had been in poor health for several months.

He began with the company as office boy in September, 1898. Eight years later he transferred to the Canadian office of Building Products, Ltd. which was then part of the Bird & Son organization. He returned to East Walpole as Assistant Treasurer in 1926, serving many years in that capacity. His date of retirement was June 30, 1949. He had lived many years at 62 Cypress St., Norwood.

Surviving are his wife, Myrtle, a son, James and a daughter, Ruth Walker. Services were held at the May Funeral Home, Norwood on October 14.

ROBERT A. BARSS, retired, died at his home in Canton on October 15 at the age of 74, following a short illness.

He was hired by Bird & Son in April 1929 as a millwright at the Floor Covering Plant. In 1938 he became a machinist in the same maintenance department, remaining on that work until retirement at the end of December, 1952.

He is survived by his wife, Irene, a daughter, Mildred of New York, three sons, Ralph of Canton and James and Charles of Norwood, several grandchildren and two great grandchildren.

Funeral services were held on October 17 at the Graham funeral home in Canton. Burial was in North Beverly.

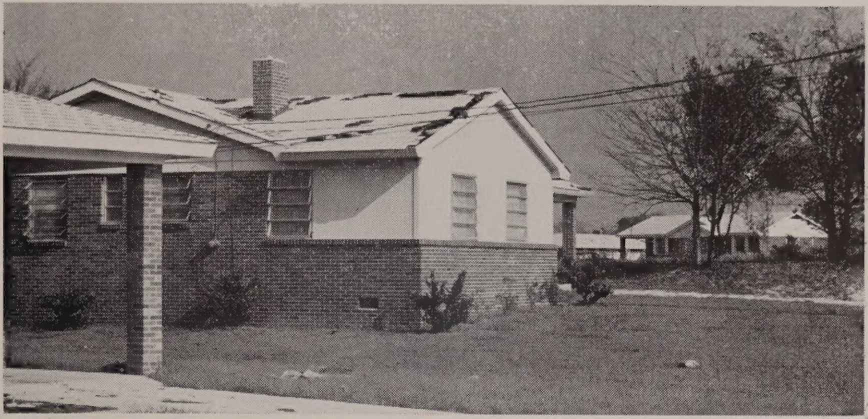
JOHN BUONPANE, 65, recently retired, died at the Veterans' Hospital, West Roxbury, on October 25. His retirement after 38 years with Bird & Son occurred on August 31 of this year. He began work at the Norwood Roofing Plant in February, 1921, starting in the Finishing Department. From 1937 on he worked on No. 1 Roofing Machine.

His wife Mary of 48 Rock St., Norwood, survives him. Also surviving are two daughters, Mrs. Rose Chiurri of Newton Center and Mrs. Phyllis Sears of Bridgewater, a son, John of Braintree and nine grandchildren.

Funeral services were held at St. Catherine's Church, Norwood, October 29. Burial was in St. Joseph's Cemetery, West Roxbury.

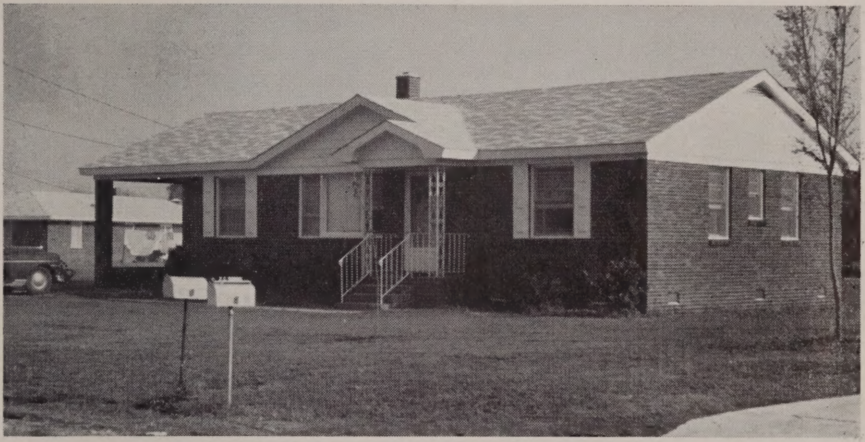
PETER DZIERZYC, retired, died October 21 in his 79th year. He started in 1927 with Bird & Son at Phillipsdale, working in the cutter room, first as a feeder and later as a changeman. He retired in 1949.

See What Gracie Did!



ORDINARY STRIP SHINGLES behaved like this when Hurricane Gracie hit the coast at Charleston, South Carolina.

And Couldn't Do!



BIRD WIND SEALS STAYED PUT. This house, only a few doors from the one in the previous picture suffered no damage at all from the hurricane. It is in fact the house that shows behind the trees in the other picture. Throughout the Charleston area Bird Wind Seal shingles demonstrated their worth on home after home when Gracie struck.

Our Red Rivals

(continued)

adds: "One day the ruble will be worth as much as the dollar."

"You think so? When? Ten years? Fifty years?"

"That's hard to say. But it will come."

(To be continued)

Another

Turkey Contest

Coming

Watch Bulletin Boards

Long Service List

DECEMBER 1959

Name	*Year*	*Dept.*	*Years*
Herman W. Lauble	12-2-19	No. 1 Box Shop	40
Edwin R. Guise	12-1-24	Floor Covering Sales	35
James R. Hanley	12-15-24	Office	35
William H. Coffin, Jr.	12-24-34	Floor Covering	25
Eileen Geraghty	12-27-39	Office	20
Rita P. Connolly	12-2-44	Floor Covering	15
William R. Mark	12-4-44	Floor Covering	15
Frederick K. Vietze	12-18-44	Roofing	15
John Cotter	12-28-49	No. 1 Box Shop	10
Otis H. White	12-30-49	No. 2 Box Shop	10

NEW BRITAIN

Arthur J. Bushell	12-8-24	Division Mgr.	35

PHILLIPSDALE

Leon R. Eatough	12-24-39		20

SHREVEPORT

Alvin Anderson	12-8-49		10
Robert Hill	12-20-49		10
Talmadge D. Clark	12-27-54		5

CHARLESTON

Henry F. Davis	12-26-39	General Mgr.	20
Kyzer H. Hudson	12-6-54		5
Williams Wilson	12-6-54		5
Donnie Rabon	12-8-54		5
Lila A. Weeks	12-13-54	Office	5
Richard S. Usry	12-13-54		5

JANUARY 1960

Name	*Year*	*Dept.*	*Years*
Albert W. Smith	1-19-20	Office	40
James A. Surette	1-26-20	Roofing	40
W. Raymond Boyden	1-9-25	Floor Covering	35
Frances L. McDavitt	1-16-25	No. 1 Box Shop	35
Francis E. Donlan	1-19-25	Paper Mill	35
Charles S. Bird	1-1-30	Chrm. of the Bd. of Directors	30
George Schoener, Jr.	1-16-35	Floor Covering	25
Martha E. H. Palonen	1-21-35	Office	25
Everett W. Seavey	1-21-35	No. 2 Box Shop	25
Elsa A. Gottberg	1-23-35	No. 1 Box Shop	25
Pelligreno Capone	1-28-35	Floor Covering	25
John J. Linnehan	1-31-35	Maintenance	25
John B. Mitchell, Jr.	1-31-35	No. 2 Box Shop	25
William I. Hall	1-11-45	Roofing	15
Vincenzo Serratore	1-20-45	Paper Mill	15
Roland F. Peterson	1-1-50	Office	10
Harry G. Brylinsky	1-3-50	Roofing	10
Robert B. Chamberlain	1-3-50	No. 1 Box Shop	10
Edward J. Baldassari	1-4-50	No. 1 Box Shop	10
Albert L. Breen	1-4-50	No. 1 Box Shop	10
Roderick Urquhart, Jr.	1-5-50	No. 1 Box Shop	10
Nicholas V. Silletti	1-9-50	Maintenance	10
Frank P. Chubet	1-9-50	No. 2 Box Shop	10
Salvatore J. Jennette	1-13-50	No. 1 Box Shop	10
Edmund J. Cormier	1-16-50	Roofing	10
Charles Solbo	1-16-50	Roofing	10
Luigi Abbruzzese	1-16-50	Roofing	10
John S. Polovitch	1-16-50	Roofing	10
Donald Gillis	1-16-50	Roofing	10
Anthony J. Basilici	1-16-50	Roofing	10
Arthur R. Pyne	1-16-50	Roofing	10
James P. Whalen	1-16-50	Roofing	10
Julius Aukstolis	1-18-50	Roofing	10
Victor D. Fornaro	1-19-50	Floor Covering	10
Edward R. Conley	1-20-50	No. 1 Box Shop	10
Louis B. Avanzini	1-23-50	Finishing Mill	10
James P. Cannon	1-23-50	Maintenance	10
Rene St. Cyr	1-23-50	No. 1 Box Shop	10
Andrew F. Wall	1-23-50	No. 1 Box Shop	10
James T. Smith	1-23-50	Roofing	10
John F. Morrissey	1-23-50	No. 2 Box Shop	10
Karolis Kved	1-23-50	Floor Covering	10
Toivo M. Kaski	1-26-50	No. 2 Box Shop	10
Philip F. Black	1-26-50	Roofing	10
Edward A. Madden	1-3-55	Roofing Sales	5
George C. Johnson	1-10-55	Office	5
Berwyn J. Merrill	1-11-55	Paper Mill	5
Parks C. Stewart	1-12-55	Floor Cov. Sales	5
Harvey W. Quast	1-24-55	Floor Cov. Sales	5
Walter Cotter	1-27-55	No. 1 Box Shop	5
George Kelly	1-27-55	No. 2 Box Shop	5
William T. Morrissey	1-31-55	No. 1 Box Shop	5

PHILLIPSDALE

Louis W. Doyle	1-19-25		35
Robert S. Ellis	1-26-50		10
Russell D. Olney	1-17-55		5
Ernest F. Pelland	1-19-55		5

SHREVEPORT

Sylvester Underwood	1-25-45		15
R. B. Mills	1-29-45		15
Raleigh Nealy	1-3-50		10
Arthur Thomas	1-3-50		10
Culman D. Moore	1-3-50		10

GLENWOOD

Odus T. Babbitt	1-29-45		15

CHARLESTON

Paul T. Brown	1-3-55		5
Homer E. Bills	1-11-55		5
Jeanne G. Brooks	1-12-55	Office	5
Mary Jo Rakoske	1-19-55	Office	5
Lynwood Therrell	1-24-55		5

BERRY REFINING COMPANY

Robert W. Ladd	1-10-55	Office	5
Bernadine Cox	1-20-55	Office	5
James R. Cox	1-26-55		5

Suggestion Awards

Although there were no large special awards made last month, more people received twenty-dollar checks than five-dollar checks and there were three who qualified for an additional twenty dollars for having had five accepted suggestions.

The three who got the extra twenty dollars were: Leonard Mastropieri, FFT; Tony Nado, FBPM1; Thomas A. Smith, FBPM1.

Regular Awards

Dominic Bright, FFG	$20
Pelligreno Capone, FFN	20
Nemus Cianfarani, FFF	20
William Fitzgibbons, FFDA	20
Anthony Grinavic, FFG	20
Robert Harvey, FBV	20
Donato Marrollo, FBI	25
Leonard Mastropieri, FFT	40
Tony Nado, FBPM1	20
Joseph Nevins, FBPM7	20
George Sarakin, FFG	20
Frank Shumski, FFG	20
James T. Smith, FBPM1	20
Hubert Bamford, FBM	5
Oresto Conti, DPP	5
Bernard DeSavage, FFDA	5
John Brown, FFF	5
Thomas J. Folan, FFV	5
Victor Fornaro, FFF	5
Thomas Smith, FBPM1	10

New Office in Montana

The Berry Refining Company has recently opened a purchasing office in Billings, Montana.

Continually increasing demands for crude oil supplies made it desirable to open an office close to the area from which much of Berry's crude is obtained. When the office first opened Berry took over one substantial-sized crude oil purchasing contract. Other purchasing agreements will shortly be made directly with crude oil producers.

This department supplies crude oil for the Gary refinery and sells the product to other refineries as well. Thomas P. Brown is in charge of the office.

Retired in October

William Lewicki

William Lewicki, beaterman and tester at East Walpole, retired October 31 after 43 years with the company. He started July 6, 1916 in the Stock Handling Department of the Paper Mill, later became a gang boss in the Cutting and Sorting Department. Since 1947 he has been a beaterman and tester.

Bird Club News

Tri-Mill Sports Club

At our October meeting we made plans for our November Turkey Shoot. It will be held at the Norwood Sportsmen's Club house (Nichols Street) on Sunday, November 22 from 2 to 5 P.M. There will be lucky targets and five turkeys as prizes. Refreshments will be served.

This shoot is open to all Bird Club members.

After the October business meeting we had a pitch party. The three top winners were Ellsworth Hurd, first, Walter Bisdnack, second, and Edward Knaus, third.

Another November event is scheduled for the 8th. On that day we plan to stock our pheasants in local surroundings.

Robert Weger, Secretary

Cribbage

The first Cribbage Party of the season was held October 20th with sixteen players present at the East Walpole Brigade Room. The first prize winner was S. Wolley and the second, Gus Farris of No. 2 Box Shop. Baskets of fruit were won by Roy Young, Floor Covering and John Medailleu, Maintenance.

Charles Locke

Neponset Choral Society

Soloists have been chosen for the December 6 concert and rehearsals of the Brahms' Requiem are shaping up well. The work calls for only two soloists, a soprano and a baritone. Priscilla

Cann of Taunton will be the soprano and Edgar Grout, Personnel Department, the baritone.

Note that the concert is scheduled for a *Sunday* night — December 6. Tickets are available from members of the chorus and from Bird Club ticket sellers.

Bowling Briefs

Good bowlers went to the top of the list early this year, and they are staying there.

In the Men's League, Francesco Petrolini still holds high single score of 137, Moe Bader high three string with 356 and Bader leads the averages with 107. The EM team is leading as of November 4 with FBM second.

In the Girl's League, Doris Reardon holds all top positions: high single, 124; high three string, 314, high average, 95.8. Teams 6 and 2 are tied for first place.

One Day Session for All Chemists

A one-day meeting of all Bird & Son chemists was held at the Lafayette House in Foxboro on November 5.

The sessions opened at 2:00 P.M. with a short talk by Director of Research F. P. Reynolds who discussed some of his findings on his recent tour of Europe. A. T. Murgatroyd of Chicago spoke on "Quality and Statistical Control." The group also heard President A. H. Anderson and Executive Vice President of the Building Materials Division, Rogers Weed.

The main speaker of the afternoon was Mr. F. X. Gigliotti, manager of Structural Plastics Engineering from the Monsanto Chemical Company's plant in Springfield who spoke on "Trends in Building."

The dinner speaker that evening was Mr. Robert Farrington of Batton, Barton, Durstine and Osborn, Inc. His talk "Formula for Ideas" explained the principles of creative thinking which he then proceeded to demonstrate with a panel chosen from those present. Members of this panel were: Allan Murgatroyd, Richard Potter, William Price, Carl Chellquist, Hermon Barker, Leonard Weaver, Carroll Homan, James Kemmler, William Stillman and Herbert Chamberlain.

American enterprise is the art of making toeless shoes a fashion rather than a calamity. — The Flame, Cabot Industries.

R. A. Beattie

(continued from page 1)

joined Bird & Son as a sales correspondent in the Roofing Division in April, 1930.

His first territory assignment was in Philadelphia, where he substituted for a man who was sick in 1931. He then was assigned to the Maine territory for three months in 1932. Later that year he became the sales representative in the New Hampshire territory where he has had a successful career for 27 years. During the war years his territory included the state of Vermont for a time.

Mr. and Mrs. Beattie have made their home in Manchester, N.H. They have two sons, both graduates of Middlebury College. Robert, 27, is head coach of the University of Colorado ski team at Boulder, Colorado. John, 24, also lives in Boulder where he operates a retail ski business.

R. H. Emerson

R. H. Emerson

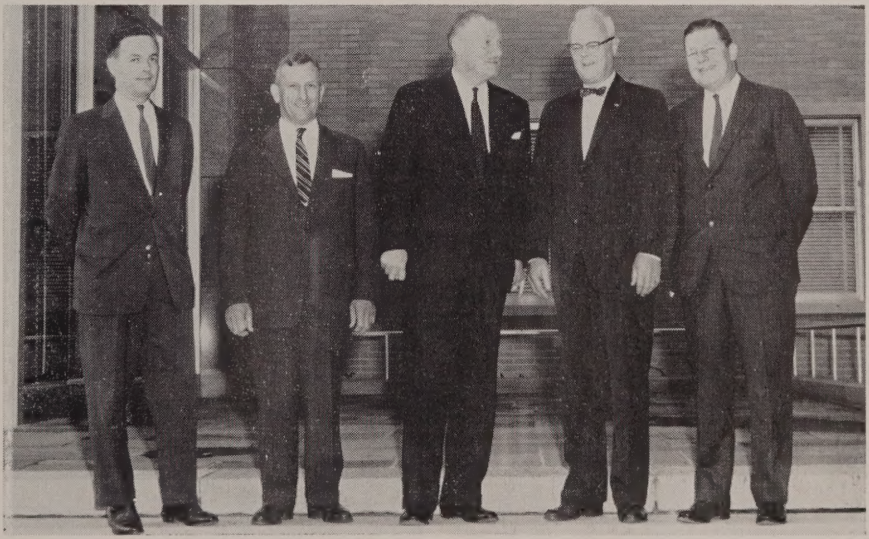
(continued from page 1)

necticut territory and in November 1951 he was promoted to sales manager of the Northern Division. The title of this area was later changed to New England District.

Dick Emerson is a member of the Rivers Country Day School Alumni Association, the Yale Clubs of New York and Boston and the Massachusetts Society of Mayflower Descendants. While living in Wellesley he has been active in church work, in Community Fund drives and in the Maugus Club.

He has also been a committeeman in the Explorer Post 80, Norumbega Council, BSA, one of the few mounted units in the Boy Scout organization.

His oldest son, Richard, Jr., 19, who is now in his first year at Midwest Institute, Eureka, Kansas won last year the Massachusetts State High School championship in gymnastics. The younger son, Stephen, 16, is attending Rivers Country Day School in Chestnut Hill.



WORLD TRAVELER visits Bird & Son. Mr. H. Campbell Scarlett, Managing Director of the Dundee Linoleum Co. Ltd. of Dundee, Scotland in London, England visited the Bird Floor Covering Plant and Main Office last month. He is shown in the center of the picture with President A. H. Anderson and Vice President C. A. Sumner at the right, and Howard Briscoe, President of Oceanwide Agencies Ltd., Montreal, and A. J. LeBlanc, General Sales Manager Floor Covering Division at the left. Oceanwide is the Bird & Son agency in Canada. Mr. Scarlett was en route back to Scotland from a trip to his Australian and New Zealand divisions where Bird Quality Vinyls are selling like hotcakes.

Power Shovels or Teaspoons?

An old timer watched a mechanical ditch-digger cutting a trench along a highway. "Look at that thing," he snorted to the foreman in charge. "Why, if you didn't have that machine, you could have a hundred men digging that trench with picks and shovels." The foreman smiled and replied, "Say, I have a better idea. How about ten thousand men with teaspoons?"

More roads, more autos, more floor covering, paper boxes and roofings all come from using the best tools available and replacing them with still better tools when *they* are invented. The result in the long run is more jobs and higher standards of living. That's progress. You can't hold it back, because if you try to, somebody else steps in with the better method or the improved product and you lose business. Lost orders mean lost jobs.

Management must always be on the look out for the better way. Your jobs and the future of the company depend on their alertness and good judgment.

But management has no corner on good ideas. Recognizing this many years ago, Bird & Son established the Suggestion Plan. Here everyone has a channel for *his* best and original ideas. Even supervisors and technical workers are eligible to enter Business Builder ideas. Cash awards, which for many employees have been substantial ones, are paid for all ideas we can use. The rewards are actually two-fold — the cash in hand, and greater security for the business which your ideas are helping to keep competitive.

Top of the News

MAIN OFFICE

At the Credit Union we said goodby to Rosalie Mucciarone and Helen Taylor and welcomed two new girls, Mary Gemelli and Joanne Mitcheroney.

EAST WALPOLE MILLS

MAINTENANCE AND POWER

Our sympathy is extended to Martin Bowers on the recent loss of his mother.

George Blair, Hermon Barker and Les Tarbell spent the October 12 holiday week-end on a fishing trip to Maine.

Retiree Martin Wallace reports a pleasant trip to Ireland this summer.

The latest boat owner in the Boiler Room is Jack Holliday. He will be cruising out of Buttermilk Bay, Buzzards Bay next summer in a 15 ft. Lyman with a 25 H. P. Johnson motor.

NO. 2 BOX SHOP

Robert Patterson spent a week at Deerfield, N. H. While there he took part in the Horse Show and came home with several prizes.

Primo Ciancarelli and his wife took a trip recently over the Mohawk Trail.

Patrick Mazzocca and his wife spent a week in New York City taking in all the sights there.

NORWOOD ROOFING PLANT

Congratulations to Rene Deryck of No. 7 Machine and Anne Flynn who were married September 5 at St. Patrick's Church in Harrisville, R. I.

Louis Silvestri, foreman of No. 1 Machine, returned from Buffalo recently where he attended the American Racing Pigeon Union Convention.

Jimmie Reynolds, another enthusiastic owner of racing pigeons, has won numerous prizes and trophies in the past few months because of speedy flight records achieved by his birds.

Congratulations to Arnold Morris, new machine tender on No. 7 Machine. Ernest Ostrom, the former machine tender, is now an inspector.

Fred Turco spent a week of vacation interior decorating his home.

A cordial welcome to Peter Deptula, new messenger for the Roofing and Floor Covering plants.

Richard Davis attended the Fifth Atlantic Square Dance Convention at Royal York Hotel, Toronto, Canada where, he reports, attendance was 2,985.

Another one of the nearly 3000 dancers at Toronto was Harold Fairbanks. Harold also stopped off at Niagara Falls to attend another square dance.

FLOOR COVERING PLANT

Mr. and Mrs. Jack Flynn are the parents of a daughter born October 4. They named her Jane. Jack works at the Shipping Office.

NEW BRITAIN

We are very happy to welcome Anna Garafano back after a long illness.

Maria Tasienska is back from a trip to Poland where she spent an enjoyable time with her folks and old acquaintances.

Chester Bartkowiak is our new shipping gang boss. We welcome him into the department.

Leopold Kwiatkowski is doing all kinds of word puzzles which may bring him a large sum of money. If he wins, we understand everyone in the department is getting a cut out of it.

It was a happy occasion recently in the Stanley Mackiewicz household. Stanley, Jr. celebrated his first birthday. His father is printer-slotter operator and his mother, Violet is a nailing machine operator. It is too bad the Review isn't able to use baby pictures now, because Stanley, Sr. showed us a real cute one of this celebration.

CHARLESTON

On Sept. 25, Jo Anne Dalton, sales correspondent, was married to Donald W. Lawhorn now serving with the U. S. Navy at Charleston, S. C. We congratulate them and wish them well in the future.

On Sept. 16, Shirley Benton was employed as mail clerk. She comes to us from Manpower, Inc. where she did general office work. We would like to welcome her in the Bird organization.

Jack A. Scull became the new salesman for the Tampa territory on Oct. 5. Jack is a native of Tampa and was educated in Tampa's Public Schools. During World War II, he was in the Merchant Marine. At the present time he holds the rank of Captain in the Florida National Guard. Prior to employment with Bird & Son, he owned and operated a tropical nursery in Tampa. Jack is married and has 3 children. We wish him much success in his new adventure.

Mr. and Mrs. Floyd Billings were proud parents again for the fourth time when a baby boy was born on August 31. Floyd, purchasing and traffic manager, has not complained of sleepless nights as yet.

Things are about back to normal in the Charleston office, other than being behind due to the terrific hurricane which Charleston recently went through. The plant did not suffer much damage with the exception of beautiful oak and pine trees being blown over and uprooted. The tidal creek which is near the plant overflowed its banks and flooded the low lying areas.

Many of the workers were unable to get to work for several days due to trees blocking highways.

It took a newcomer to the city to open Charlestonians' eyes. Henry Davis recently lectured at a Kiwanis Club meeting and, according to the local newspaper, "lifelong residents were startled, pleased and embarrassed by the evidence that Mr. Davis had learned more about their home town in a year than they had learned in decades." As a result of this appearance, our southern manager has been asked to speak to several other groups.

LEWISTON

Constance Boutin and husband Reggie are very happy with their choice of Bird Shadow Blue Master-Bilt shingles for their new split level home. Connie says that if everything goes well they will be able to move in by Christmas.

Those taking late vacations to venture into the woods in pursuit of deer are, Larry Duval, Ralph Maxim, and Jerry Hinkley.

Blanche Goldman is mighty proud of her first grandchild, a girl, Karen Lee, born to daughter Harriet Caldwell.

We were all very sorry to hear that Maryette Smith has bronchial pneumonia. Our best wishes for a speedy recovery, and hope that she is back with us by the time this appears in print.

With pleasure we welcome to Bird & Son Rita Breau, her sister Marguerite St. Onge and Norman Parks. Rita, whose stage name is Betty Cote, formerly sang with the Lone Pine Mountaineer. Some of us have had the pleasure of hearing Betty, and man, can she yodel! Marguerite has also appeared on the show.

We are happy to hear that Donald Fish, son of Yvonne, is doing fine since his recent appendectomy.

We extend our sympathy to Edward Quinn on the death of his sister Mrs. Edith MacDonald.

PHILLIPSDALE

As of October 28 after eight nights of bowling, the team that calls themselves the Franklins were leading the league by one point over the Essexes and the Pierce Arrows. Those having averages of over 100 were as follows:

M. Pino	106	E. Boisvert	100
D. Seeley	106	F. Sears	100
J. Rebello	104	A. Medici	100
A. Roy	103	R. Mollerberg	100
H. Lourenco	103	R. Nolan	99

Our sympathy is with the family of Antone Tirocchi in the recent loss of their youngest son, Benjamin.

Bill Conway recently went on a hunting trip to New Hampshire. We hear that there were lots of rabbits there but not for Bill.

Manuel Silva spent a recent vacation in Nova Scotia, and Leon Eatough spent three weeks in Florida.

John Cooney went North fishing in northern Vermont.

Jimmy Hammond is back to work after a visit to the hospital having his ulcers taken care of.

Antone Tirocchi, Jr. is keeping busy evenings building his own home. We hope some day to have a picture of it for you.

CHICAGO

Joe Blosky's granddaughter has a baby boy. This blessed event makes Joe a great Grandpa.

We extend a hearty welcome to R. H. Emerson upon his transfer to the Chicago Plant. May he have a long and successful stay with us.

It was rather gloomy in Chicago about the first part of October. The poor White Sox just couldn't quite make it. But our "true rooters" say it won't be another 40 years before they have another chance!

We understand Harold Altman shot a deer on his recent Canadian hunting trip.

Don Frazier had a most interesting trip to the Continent (Europe that is). He has plenty of interesting stories to tell.

Ted Volz spent his vacation at home. Unfortunately he was sick but we are glad to report he is fully recovered now.

We extend our sympathy to Eddie Doran on the recent loss of his father and to Harold Groters on the recent loss of his mother.

We are glad to see Otis Thompson back on the job after an extended absence due to an injured knee.

We understand that Oscar Peldzus is improving rapidly and should be back quite soon.

We want to wish Tom O'Connor the best of luck in his new territory and also Howard Weber. Tom took over Charley Combest's Kentucky area when Charley resigned and Howard will take over Tom's old Ohio area.

Bernie Schatte, electrician, decided to take his family to the circus — young and old. It was a great night for the children. Before the youngest would leave the Amphitheatre he had to have a ride on a real horse — and he did. Bernie says the youngest always wins.

GLENWOOD

Carl Whatley, who has been off work since March due to an illness, was able to drive to the plant recently for a short visit with some of the men.

Recent visitors to Glenwood were, B. P. Soward, superintendent, Shreveport, Jack Rambeau of East Walpole, also Mr. and Mrs. L. L. Williams, retiree, of Shreveport.

Things are shaping up for one of the best deer hunting seasons this November that has been known around here since our forefathers took the place from the Indians. Recently, a deer jumped in front of the rock truck driven by Winston Doster, our rock haul contractor. This happened between the plant and our quarry. "The temptation to run over the deer was very great but I was able to subdue it," Winston courageously said.

Numan Smedley has just completed a rewarding vacation, by covering his house with a new roof. What did he use? Bird Masterbilt Shingles, of course.

IN WYOMING the hunting was good. At least, it was for Joe Tutza, Berry Refining Co. platformer operator who shot a deer and an elk near Douglas, Wyoming. Two friends, Paul Malenkopf and Charles Tosko, accompanied him. He has hunted in Penn. and Canada in previous years.

SAD, SAD STORY. The recipe in the paper read two cups of water, but it should have been one-quarter cup of water.

Prize Recipe

Want a delicious Mardi Gras Party Cake? A Shreveport housewife tried Pillsbury's $25,000 prize recipe and see what happened! Mrs. Leon Taylor, whose husband works in the Shreveport traffic office, was just as disgruntled as you'd be at the results. So were many other Shreveport women.

It seems that the Associated Press teletype machines scrambled the ingredients in the recipe when it went over the wires to the *Shreveport Times* in September. Three key ingredients, soda, buttermilk and water, got jumbled so that housewives were directed to add two cups of water when only ¼ cup was needed.

The corrected recipe which it is reported, makes a delicious cake, appeared in the local paper the following day. It's the same one that was published all over the country and the one which brought $25,000 in prize money to Mrs. Eunice Surles of Lake Charles, Louisiana. But for Mrs. Taylor and many other Shreveport bakers, the first results with the botched-up recipe were soggy and sad.

GARY

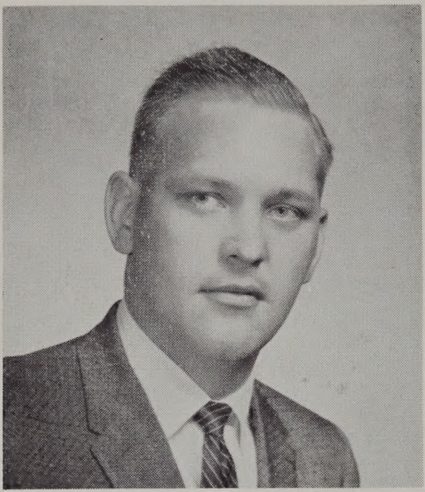
(Berry Refining Co.)

Delbert Sullivan, crude operator at the plant, showed us a picture recently of his very attractive daughter Naomi Ruth. Her engagement to John Reynolds has just been announced. An April wedding is planned.

If opportunity passes you by, quicken your step and meet it at the next corner!

(Submitted by the Chicago reporters)

New Manager



ALFRED W. KAY, named Commodity Manager of Termite Protection Products last month. His headquarters are at the Charleston office.

Plenty of Trucks But No Fire

It was just another day at the Main Office on Thursday, October 15. That is, it was until about 11 o'clock. Suddenly fire apparatus began to arrive, one piece after another. First came the pump from East Walpole, then the ladder, then the tank truck. Simultaneously Chief Aaron Hill arrived in his bright red car, lights flashing.

In another few minutes along came the pump from the Central Fire Station in Walpole and the big aerial ladder. The rear parking area was full of fire apparatus.

Work stopped. Everybody, from the office manager to the customers at the Credit Union, was asking "Where's the fire?" No one knew, not even the firemen who had responded in a remarkably short time after the town whistle had sounded box 652. That's the number of the box on the pole near the main entrance. But obviously there was no fire.

The excitement quickly died down and the firemen left, feeling a little chagrined, but justly pleased at the quick response that had been achieved. It is comforting to know that we have in town a volunteer department which can get to a fire as fast as those boys did.

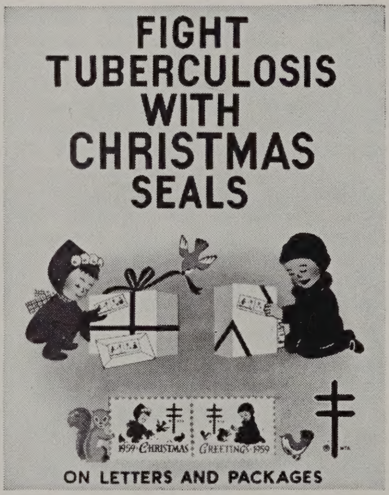
What did happen? There's an automatic signal tied in with the sprinkler system at the office boiler room. In some way this was set off, automatically blowing in the alarm, even though the sprinklers didn't go off.

Five Walpole Men with Hockey Team in Russia

When the U.S. amateur hockey championship team plays in Russia this month, *five* natives of Walpole will be on the squad. One of them is Bird-W. J. Hill man, Harold Songin.

In fact, all three Songin brothers will be there — "Coey" Harold, "Butch" Ed, and "Goo Goo" Walter — a family record as remarkable as the Walpole record of five men. Others from Walpole are Wally Duncan whose grandfather, Fred, was Yard foreman for years at the East Walpole plants and Jimmy Cisternelli, son of Pietro Cisternelli of the Stock Handling Department, Paper Mill. An adopted Walpole boy, Dick Michaud, coach of Walpole High varsity hockey team, is also in Russia with the team.

Harold Songin has been a driver for W. J. Hill since January, 1957. We expect he'll bring back pictures and a complete report for the January issue of the *Review.*


FIGHT TUBERCULOSIS WITH CHRISTMAS SEALS
1959 CHRISTMAS GREETINGS 1959
ON LETTERS AND PACKAGES

Warehouse Opened at Cleveland

In October a new warehouse for Bird Building Materials was established at Cleveland, Ohio. This gives Bird & Son another distribution point in the mid-West, where the roofing business is booming.

Other roofing warehouses are located at St. Louis, Missouri, Jersey City, New Jersey, and Miami, Florida. And of course there are extensive warehouses at each Bird plant — Norwood, Chicago, Shreveport and Charleston.

European Trip

(continued from page 1)

Mr. Reynolds reports that 99% of the asphalt roofing sold in Scandinavian countries is roll roofing. At one of the plants visited he saw shingles being cut by hand from roll roofing. They have no regular shingle cutters attached to the roofing machines. There is a reason for this high percentage of roll roofing — the nearly universal use of clay tiles (usually red) for covering pitched roofs. Usually the clay tiles are applied on an open slat deck, making the total cost of the roof not much more expensive than asphalt shingles applied over a deck of solid boarding as in this country.

"What was the most important thing you learned from the trip?" we asked Mr. Reynolds.

"Without a doubt it was the development of asphalt roofings and plastic materials along lines quite different from our research in the United States and Canada," said Mr. Reynolds. "What we saw has very definitely stimulated our creative thinking in new channels."

BIRD & SON, inc.
Established 1795
E. Walpole, Mass.
Return postage guaranteed

BULK RATE
U. S. POSTAGE
PAID
East Walpole, Mass.
Permit No. 1

BIRD
NEPONSET
REVIEW

DECEMBER · 1959

BIRD QUALITY PRODUCTS

BUILDING MATERIALS DIVISION

BIRD ASPHALT SHINGLES

King Tab * Architect *
Wind Seal * Shingles
No. 21 Master-Bilt * Thick Butt
(Weather-Tex * or Plain)
Standard Twin Lock *
Double Coverage Twin Lock *
Super Thick Butts
Cyclone *
Super-Bilt *
Western-Bilt
Giant Individual Dutch Lap
Copper Clipt * Shingles
Tri-Tab Hex Shingles
Loc-Set Shingles
Colonial Thatch

BIRD ASPHALT SIDINGS

Striated Siding Shingles
Backer Board
Roll Siding — Bric or Shingle Designs

BIRD INSULATING SIDING

(Panels — Corner Trim)

Bric
Naturaline *
Plantation Stone *
11 inch Shake
Pink Stone
Sequoia

BIRD ROLL ROOFINGS

Proslate * Roofing for Concealed Nailing
Ranch Roof *
Hex Butt Roofing
Art Edge Roofing Weather-Tex *
90# Mineral Surfaced Roofing
Mineral Surfaced Strips
Neponset * Cap Sheet
Paroid * Roofing
Old Reliable Roofing
Waterdyke Roofing
Universal Cap Sheet
Bonded Base Sheet

BIRD BUILDING PAPERS

Asphalt Saturated Felt
Tar Saturated Felt
Asphalt Slater's Felt
Rosin Sized Sheathing Paper
Neponset * Black Vapor Barrier
Deadening Felt
Waterproof Building Paper
Asphalt Saturated Fabric
Asbestos Felt

BIRD REFLECTIVE INSULATION

Silvercote † Products
Duplex
Simplex
Sheathing Liner

BIRD TERMITE PREVENTION SYSTEM

Termibar
Termibar Caulk
Termite Killer

BIRD COATINGS AND CEMENTS

Asphalt Liquid Roof Coating
Asphalt Plastic Cement
Ranch Roof Cement
Special Flashing Cement
Wind Seal Cement
Asphalt Quick-Set Cement
Foundation Coating
Asphalt Lap Cement
Asphalt Primer
Mineral Granules
Neponset * Cold Cement

OTHER BIRD BUILDING PRODUCTS

Roofing Asphalt
Roofing Pitch
Level Deck * Bitumen
Roof Insulation
Shingle Backer Board

INDUSTRIAL DIVISION

Bird Tie Pads
Bird V-3 Insul-Sheath
Bird Pile Caps
Bird Rubberlike *
Bird Rubberized Tie Coating
Bird Linoleum and Tile
Bird Tie Caulk
Bird Aluminum Coating

FLOOR COVERING DIVISION

Bird Super Vinyl Floor Covering
Bird Super Vinyl Rugs
Bird Super Vinyl Counter Cover
Bird Super Vinyl Wall Covering
Bird Quality Vinyl Floor Covering
Bird Vinylin *
Bird Quality Vinyl Rugs
Bird Linoleum
Texture — Speckle — Tempo
Bird Linoleum Tile
Texture — Speckle — Tempo
Bird Quality Grade Rugs
Bird Rug Border
Bird Economy Rug Border
Bird Rubberlike * Floor Runner
Bird Rubberlike * Stair Treads
Bird Lining Felts

PAPER PRODUCTS DIVISION

FIBRE BOX DIVISION

Solid Fibre Shipping Cases
Corrugated Fibre Shipping Cases
Cleated Fibre Shipping Cases
Weatherproof Solid Fibre Shipping Cases
Weatherproof Corrugated Fibre Shipping Cases
Reel Wraps
Fibre Lacquer

HORTICULTURAL DIVISION

Neponset * Red Flower Pots
Tom Thumb * Flats
Vita-Band * Plant Bands
Perennial Pots *
Gro-Tainers *
Vita-Pots
Vita-Green Pots
Peat Pots

CARTON DIVISION

Bird Reinforced Shoe Cartons,
Plain and Printed

SPECIAL PAPERS DIVISION

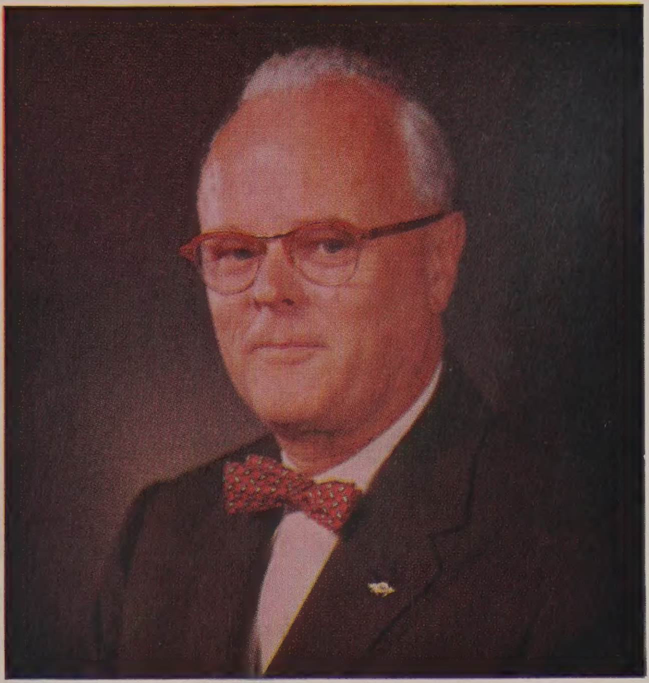
Index Pressboard
Jute Liners
Flooring Felt
Tack Boxes
Corrugating Medium
Cloth Boards
Paper Mill Cores
Wedgie Board
Filter Paper for Industrial Filtration
Lined Board
Dry and Saturated Papers for Special Uses
Utility Boxes
Textile Tubes
Tubes for Special Purposes
Platform Board
Base Wad
Single and Pasted Chipboard
Special Boxes
Innersole Board
Convolute and Spiral Tube Chipboard

---

* Trade Mark Registered U. S. Patent Office
† Trade Mark Registered U. S. Patent Office by Silvercote Products, Inc.

THE COVER

Your Christmas Review from Bird & Son this year comes "wrapped" in a Bird Vinyl cover. The effect was achieved by running 10 point card stock instead of felt through the rotogravure machine and printing it with the Constellation pattern by exactly the same process that is used for Bird Super Vinyl and Quality Vinyl Floor Coverings. The cover title was later printed on the vinyl surface at Ambrose Press, Inc.



Bachrach

Holiday Greetings

NO matter how often we repeat it, there is still much pleasure in saying "Merry Christmas and a Happy New Year" to our thousands of business friends across the country.

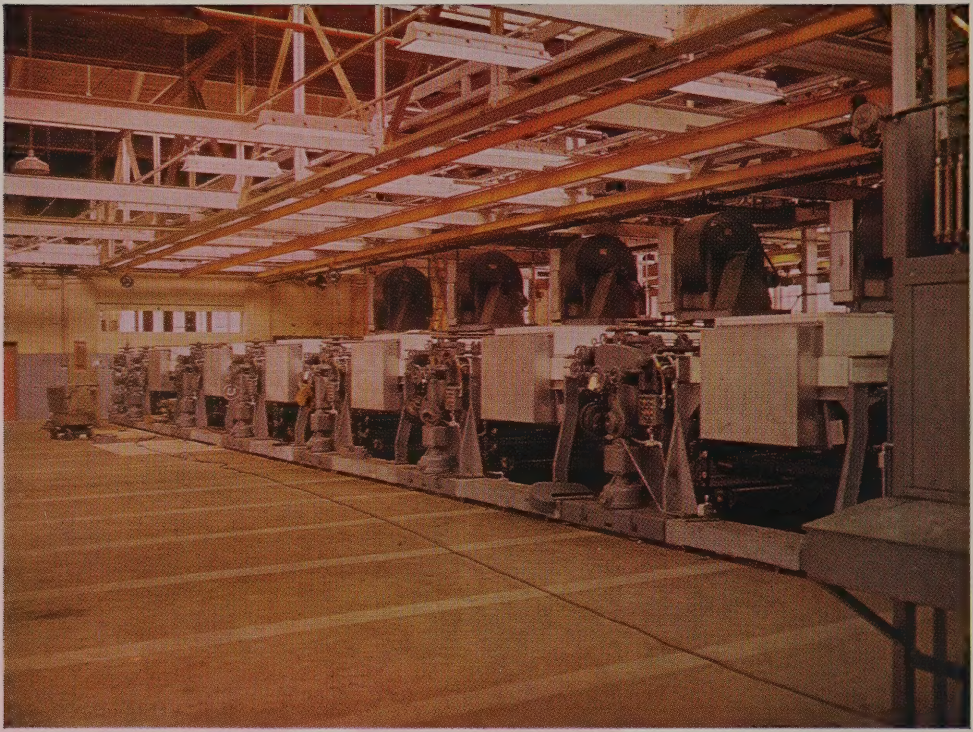
This is the fourteenth year in which I have been privileged to greet all our friends on behalf of the Bird management. Since 1946 the Christmas issues of the Review have described the company's continuing growth and progress. Through product research Bird products have met the challenge of change and competition. Sales techniques have been improved, advertising has become national. Through engineering research, plants have been expanded, new plants built and machinery modernized.

Without satisfied customers no company can continue to be successful. Customers who are well pleased come back and buy again — and they tell others. This business has always stressed quality, service and style. Down that path, we firmly believe, lies success for ourselves and for our thousands of dealers and customers. Our achievements for 1959 are described in the pages that follow.

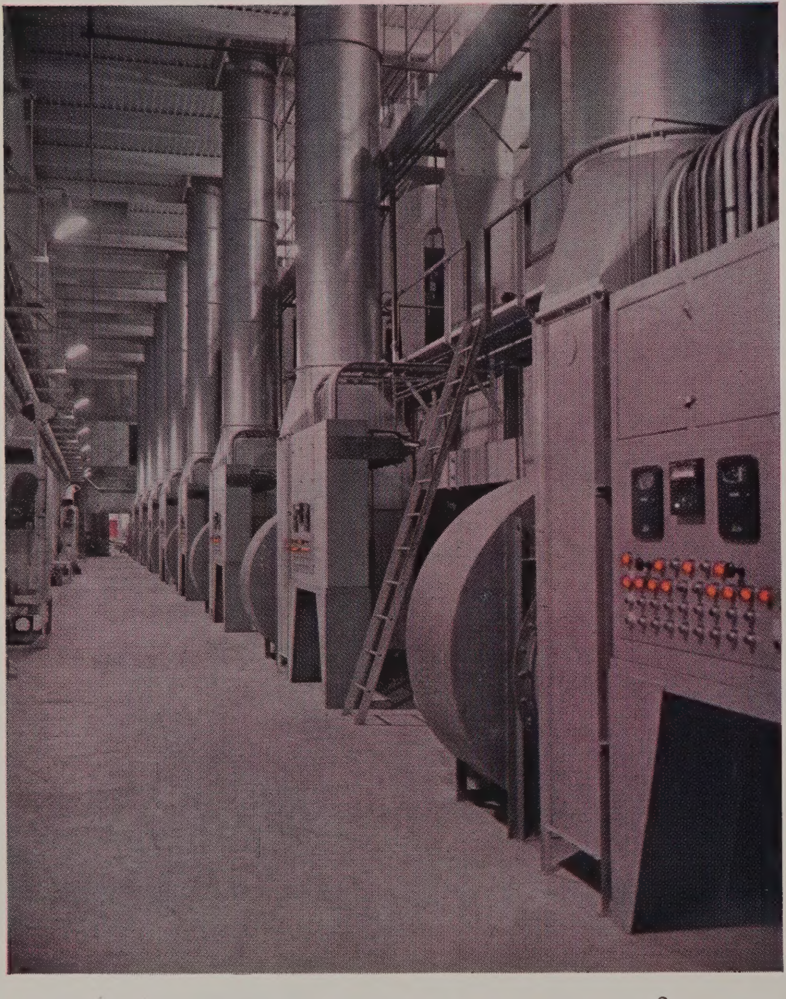
It is good to take time out at Christmas from the whirl of everyday business to extend the greetings of the season. To distributors, dealers and customers everywhere, and to all Bird & Son employees and stockholders — a Happy Holiday and a Prosperous New Year as we enter the 1960s.

Sincerely,

President



NEW ROTOGRAVURE MACHINE on which 16/4 Super Vinyl and Quality Vinyl are now being manufactured.



TUNNEL DRYER. The vinyl-coated sheet passes through here at 100 feet a minute. High temperatures fuse the vinyl to the printed sheet, forming a hard, glossy, smooth, durable surface.

NEW ERA FOR FLOOR COVERING

16/4 Vinyl, metallic designs and inks, Vinylin, exciting new patterns are all part of the picture for 1960

BIRD 16/4 Vinyl is here! During 1959 the Norwood Floor Covering Plant underwent the most revolutionary face lifting in its history. The job was completed in September, resulting in nearly a quarter of a mile of shining new equipment for the manufacture and packaging of Super Vinyl and Quality Vinyl in 12-foot, 9-foot and 6-foot widths.

The heart of the operation is a modern rotogravure printing machine which can reproduce anything that can be photographed. An endless variety of patterns, shadings and color combinations is now possible. The complete unit prints, coats with vinyl and fuses the vinyl surface to the sheet by means of a 192-foot tunnel dryer at the rate of 100 feet per minute.

Just as impressive is the finishing section which completes the production line. At one huge table, rolls of seamless floors and yard goods are measured and wound automatically, then packaged in sturdy cases for shipment. At another table rugs are inspected, wound and packaged. All equipment, which uses much automatic machinery, was designed by our own engineers. It represents the very latest in machine design, geared to our own special needs.

With the completion of this new machine there are now two rotogravure machines at the Floor Covering Plant on which a complete line of vinyl materials can be turned out in volume. The big machine takes the bulk of the Super Vinyl and Quality production. The smaller machine turns out Rug Border, Super Vinyl Wall Covering and Super Vinyl Counter Cover.

New designs in Wall Coverings and Counter Cover

Incidentally, the new and improved designs in these last named products are in big demand. Terra-Tex and Chips in the Super Vinyl Counter Cover have proved very popular. There are two new designs in Wall Covering, too — Marble Blocks, available in seven colors, and the truly beautiful Super Vinyl Milano Wall Covering with its modern, three dimensional effect created with metallic inks. This should be a tremendously popular line in 1960.

The new equipment provides greater flexibility than ever before. Not only can a wide variety of current products be made on it; it can be adapted in the future to make permanent type floors and various other types of materials. That's where the magic of chemistry and research will work wonders along with production engineering. Anticipating public demands, new types of floor coverings and wall coverings can and will be developed. Just as rotogravure-printed vinyls have largely replaced the enamel surface floor coverings of ten years ago, so without question new products will continue to be developed through research in the years ahead.

Just a few years ago at the Norwood plant, five flat bed machines were producing enamel surface floor coverings around the clock. This product was then the backbone of the industry. Today all the enamel surface goods demanded by our customers can be produced on just one machine. In 1960 we are offering only one line in this product — Quality Grade Enamel Surface Rugs. Replacing enamel surface goods are Vinyls and new patterns in linoleum which have caught the consumer's eye. Almost every one now wants the livelier colors, the more beautiful patterns and the smoother, better-wearing surface of the more modern floor coverings.

Metallics very popular

This is the year that metallics have moved to the top spot with the consumer. We led off with metallics in Bird Linoleum and followed in the Super Vinyl line when the new machine went into production. Real metallic chips have now been added to give new glamour to the Masquerade, Vermont Marble

NORWOOD FLOOR COVERING PLANT from the air. Buildings housing the new vinyl unit are in the right foreground. Undercoating and linoleum sections are at upper right. Extensive warehouses are in center and at left.

and Constellation series, especially in combinations of black, ivory, gold, silver and copper.

For years the Texture pattern in Linoleum Tile and Yard Goods was king. A year ago we introduced Speckle, followed by the tremendously-popular metallic design, Tempo. In the Fall of 1959 a variation of Tempo called Comet has soared high in popularity. It combines flecks of metal with metallic dust to create a new and very appealing pattern. We predict it will continue to be a leader in 1960. Comet not only sells well in tile, but has given us and our distributors a fine increase in yard goods volume.

Newest product, Vinylin

Near the end of the year the newest product of all in the Floor Covering line was introduced — VINYLIN. This is a new type of vinyl floor covering made by the linoleum process. It is smooth, flexible, rubbery in consistence, and because it is vinyl its colors are clear, bright and most pleasing. It is being introduced in both tile and yard goods, with 8 patterns all using metallics to give more glitter and eye appeal. Vinylin is our highest priced floor covering, and worth every penny. It is a leader in clarity of color, pliability, smoothness and durability.

Those who study the market know that for the last year or more there has been an increase in demand for linoleum yards goods, but a decrease in the amount of linoleum tile sold. Vinylin will fill the gap.

Export business growing

For some time we have had a fair amount of export business, principally to Canada, but also to Hawaii and Mexico. In 1959 we have begun to ship very substantial amounts of Bird Vinyl to England, Scotland and Australia. Our new exclusive distributor in all the British Commonwealth except Canada is the Dundee Linoleum Co. Ltd. of Dundee, Scotland. We are indeed pleased to have them aboard.

The managing director of Dundee Linoleum, H. Campbell Scarlett, recently made a trip around the world which included visits to his distributors in Australia and New Zealand. He stopped for a day at the Bird & Son plant and office, too.

Shortly after his return to Scotland he wrote us as follows: "I enclose the small sample of Bird Vinyl which we discussed. This is a small piece of what was sent from Boston to Dundee. It has since travelled right 'round the world with me back to Dundee and I am now returning it to Boston. I would estimate that it has journeyed some 36,000 miles by air. It is probably the most travelled piece of rotogravure vinyl in the world, and from it developed much interest which promoted sales. It has been folded through 180° over 100 times and, as you can see, the vinyl film is still intact."

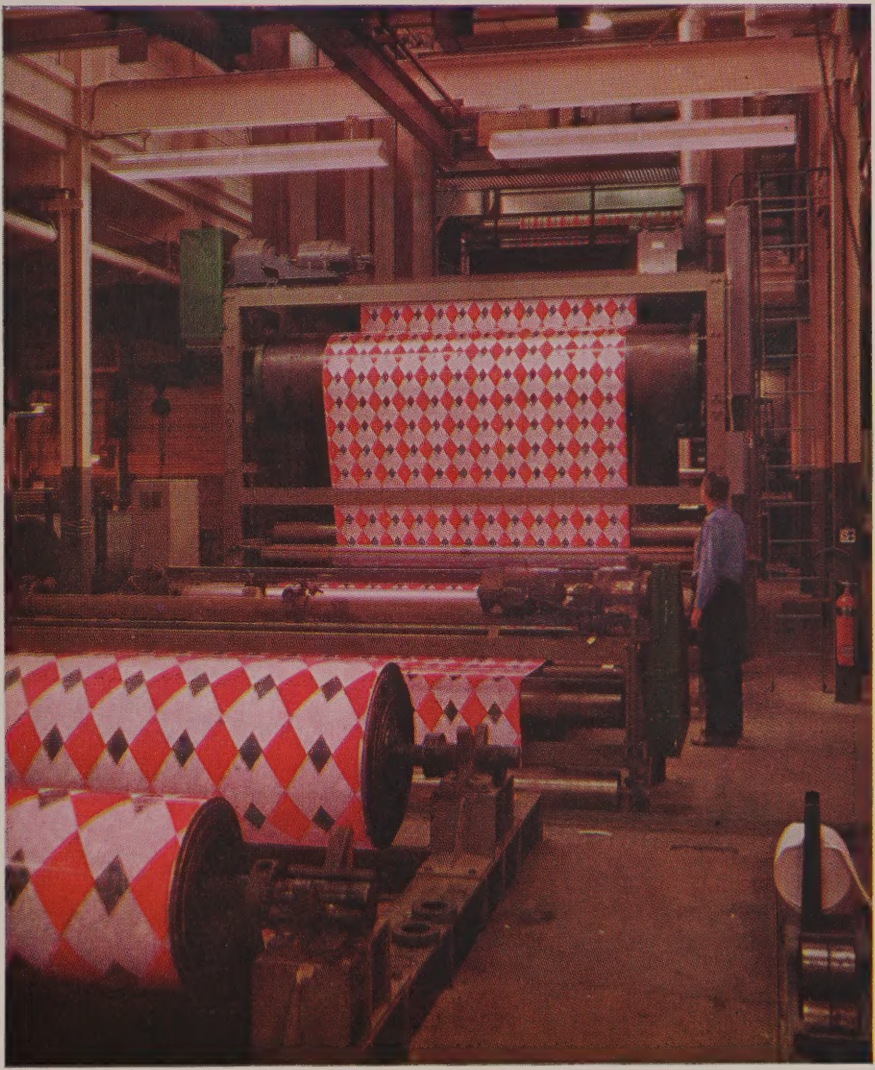
This widely-travelled piece of Bird Vinyl is now at the desk of Sales Manager A. J. LeBlanc. No doubt it will be examined and flexed hundreds of times more without damage to the vinyl film.

Advertising plans

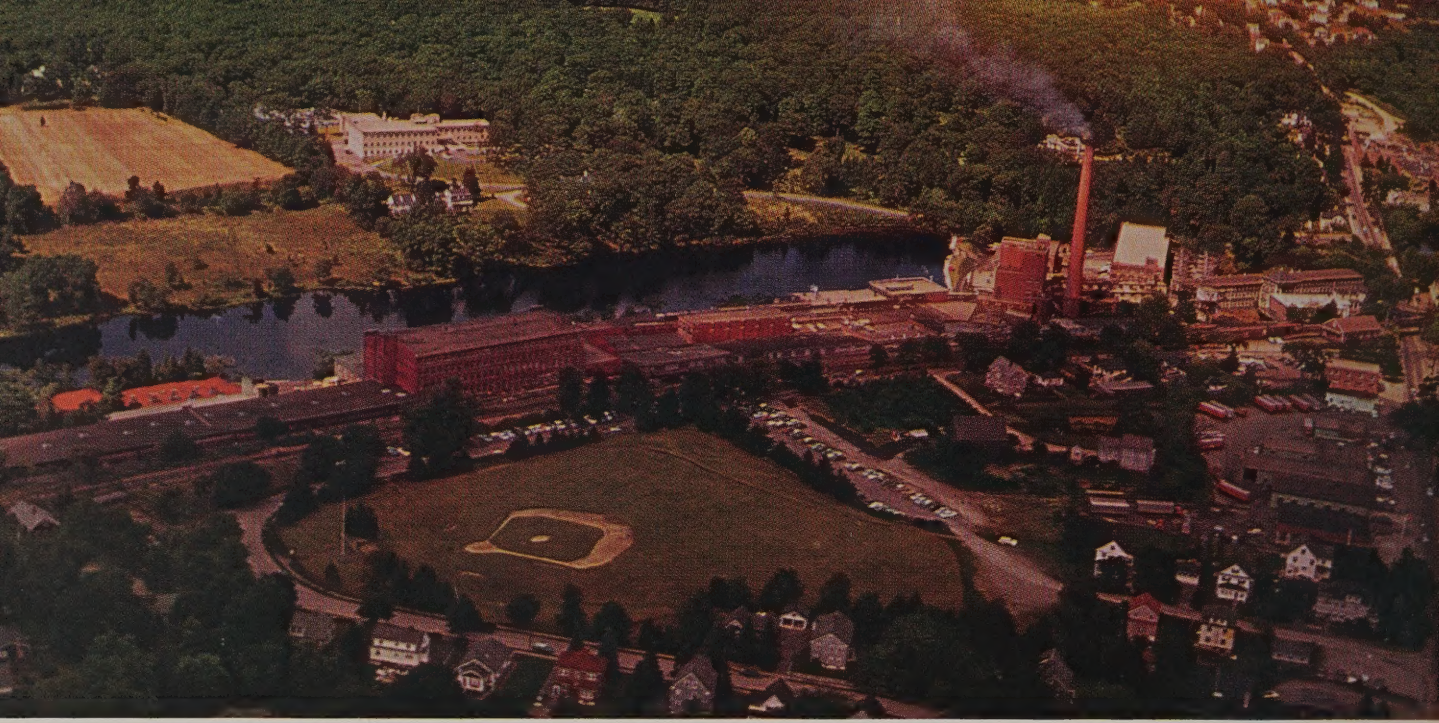
It is to be expected that selling efforts, including advertising, will keep pace with our larger production capacity. In 1959 we continued to advertise Bird Floor Covering nationally in the Saturday Evening Post and in the trade magazines of the floor covering industry. In 1960 national advertising will be stepped up, especially in the promotion of Super Vinyl and Vinylin. A full program of sales promotion is being planned to provide the greatest possible assistance to Bird distributors and dealers in building consumer sales.

Research provides answers

When you consider how completely different the Bird Floor coverings of 1960 are from those of 1950, the part that research has played becomes clear. Obviously, without Bird Super Vinyl, Bird Tempo and Comet Linoleum and the new Bird Vinylin, there would be no Floor Covering Division today. Products must keep up with the changing tastes of the consumer. When the consumers change their tastes as rapidly as they did in recent years, it takes some hustling to keep abreast. But research in new products and in design has successfully combined with the best of engineering skills in the development of machinery to produce the new products and designs needed in today's market. We now have the flexible, modern equipment and the continuing explorations of chemical research to keep present products competitive and to develop new products and processes in the future.



PLANISHING ROLL, cooling rolls and winder immediately follow the tunnel dryer. From here Bird Vinyl products are transferred to the finishing room for inspection and packaging.



LOOKING NORTH from Washington St., East Walpole. The Bird & Son Paper Mills are in the center, Power House at the right, No. 1 Box Shop and Finishing Mill at the left. On the hill across the river is the new Main Office, completed in 1958.

All operations in the Paper Division are organized to supply

Top Service to Customers

SALES Correspondent Agnes Hefferan put down the receiver. She quickly transferred a few pencilled notes to a master order sheet, kept in the file for Customer X who frequently reorders a special size box. In a few minutes Millie Sanborn received the order and ran off nine copies of it on the sales department's multilith machine. She sent three copies to the shipping office, put one aside for the salesman, another for the customer, still another for the sales department's files, and delivered the remaining three to the adjacent manufacturing office.

Here through the combined efforts of Al Kendall, planning head, Jack Walsh, assistant, Claude Smith and Ralph Watson, schedulers, and George Dexter, typist, the order was soon placed with a number of others calling for the same caliper of board and scheduled to be run at the combiner room. When Foreman Charles Mutch and his crew received the schedule, the board was combined and delivered to the Finishing Department. Working from another copy of the original order, Foreman Benjamin Baranowski directed the printing, slotting and taping operations and sent the tied up bundles to the Shipping Department. Here another copy of the order was used for shipping instructions. The material was loaded on a truck under the direction of Bill Murphy, foreman, and was soon on its way to customer X, scheduled to arrive at its destination before the time specified by the customer in the original telephone conversation.

Much more than a Tinker to Evans to Chance play is involved here. It takes teamwork on the part of *dozens* of people in sales, office and production departments to process an order efficiently, and hundreds of orders must be so handled each week.

We have described a typical order for corrugated cases. A similar one for solid fibre or for a specialty item — or from another territory — would be handled by still other correspondents, office clerks, and production workers. Whatever the specifications, the processing calls for the best of teamwork because today's customer can't wait. Only a few customers have storage space for large quantities of empty shipping cases, so most of them rely on us. They order in small amounts and expect quick delivery.

There is no doubt about it. Short runs cause problems in scheduling, in machine set-ups, in storage, in shipping; they add greatly to the paper work. But our operations must be geared for this sort of thing so that any order large or small can be processed efficiently to meet the customer's shipping date. We are proud of the team we have developed: salesmen, correspondents, order typists, schedulers, foremen, and production workers. Their combined efforts in regular daily production or in emergency situations spell SERVICE. It has to be there to meet today's competition.

New Bobst Die Cutter

The most impressive piece of new equipment installed at No. 1 Box Shop in 1959 is the Bobst die-cutting machine, made in Switzerland. It was built by craftsmen and runs with the precision of a watch. Automatic controls insure a clean-cut dieing out at speeds up to 4,000 pieces per hour. It will open up new business because it can handle larger sizes than our former equipment and turn them out faster.

Other equipment

In the paper mill, new equipment, either installed or on order, will help produce cleaner board of better quality. A new Bauer Refiner is giving an especially good performance. It was installed first on a test basis in No. 3 Beater Room at the request of the cooperative research group of nineteen paper companies which is constantly engaged in testing new equipment. This disc-type refiner now replaces two jordans for No. 4 machine and does such a fine job that another just like it will soon be installed for No. 2 machine.

A Bird Vibrotor Screen (made by Bird Machine Company) has been purchased to replace three older type screens at No. 4 machine. It will be installed as soon as possible to provide cleaner, better screened stock for this machine.

At the Phillipsdale Felt Mill plans are under way to install effective equipment for cleaning both mixed paper and rag stock. The first unit to be installed is a Bird Centriscreen. Other equipment is being engineered so that eventually there will be completely new machinery replacing the present settling system. It will deliver really clean stock to the jordan, thus preventing expensive repairs which sometimes are necessary now, when metal and other foreign matter gets into the system.

The Felt Mill at Shreveport has been operating at capacity for months. During the busy summer season, all of its production was used by the Bird Roofing Plant adjacent to the Felt Mill in Shreveport.

Truck service

An ingenious round-trip truck service between Norway, Maine, East Walpole, Mass. and Phillipsdale, R. I. is helping both Bird & Son and our customers. Five trailers and a tractor, leased from W. J. Hill, Inc. are used in the operation. A truck leaves Norway, Maine each morning with a load of wood flour for use at the Phillipsdale Plant. When it arrives at East Walpole it is dropped and picked up by a Hill driver for delivery to the Rhode Island plant. The driver from Maine uses his tractor to pick up a loaded trailer of shoe cartons and corrugated cases which he delivers to the Bird set-up factory at Lewiston, Maine. Leaving this trailer there, he picks up another trailer already loaded with set-up cases and delivers this next morning to shoe factory locations in Norway. Each day he repeats his trip with a new load of wood flour. Meanwhile, the Hill driver has taken his load of wood flour from East Walpole to Phillipsdale, left it and picked up an empty "box" which he delivers to the East Walpole shipping platform for loading with shoe cartons and corrugated cases for the Lewiston plant. The only portion of the round trip during which each trailer is empty is the short haul from Phillipsdale to East Walpole.

George W. Dinsmoor Co.

Since the George W. Dinsmoor Company was purchased by Bird & Son over a year ago, they have more than doubled the use of paper produced for them at the East Walpole paper machines. Much new business has been secured in paper mill cores. To provide better and faster production, the Dinsmoor plant will soon install a new type of tube recutter for standard tubes and a special recutter for narrow width tubes to be sold for winding items like cloth tape, electrician's tape and plastic tape. Dinsmoor is also adding to its fleet a 38-foot trailer, which has one-third more capacity than former trailers.

(continued on page 8)

Horticultural Products

Whether the nurseryman is looking for a permanent container for his roses or a temporary one for young seedlings he can place his order with confidence when the Bird Horticultural Division salesman calls. Everything the commercial grower wants in the way of plant containers is available under the Bird label.

For tender seedlings there is nothing finer than Vita-Band plant bands, each segment impregnated with the nitrogen necessary to help the band disintegrate when the seedlings are set out. Without this nutrient the band would absorb nitrogen from the soil and retard the growth of the seedlings.

For young plants the grower has the choice of a wide selection from the still good but half century old line of Neponset Red Flower pots to the latest Vita-Pots and Vita-Green Pots. Both the newer products offer the combination of a sturdy pot and inner walls impregnated with fertilizer. Vita-Green Pots are a molded product for selling individual plants to the home gardener. The purchaser takes his plants home and sets pots and all into the garden where the plant continues to grow without interruption as the container gradually disintegrates.

A special type of molded disintegrating pot is the Bird Peat Pot introduced in 1957. Formerly this type of container had to be imported from Norway. Growers start hothouse plants like azaleas, cyclamens, or poinsettias in peat pots, later transfer pot and all to the permanent clay pot in which the blossoming plant is sold to the public.

A start was made in 1959 in selling Vita-Green Pots, the square peat pot, and cutworm protectors to the retail trade. These items will continue to be available in 1960 at roadside nursery stands, hardware stores, and various chain store outlets. Because amateur gardening is still growing in popularity, especially in the suburbs, these items for use by the home gardener should grow in popularity too.

To provide better service to our many customers in the Connecticut area, a complete line of horticultural paper products is now carried in our warehouse at New Britain. This distribution point was established in 1959 and will be used to the fullest extent in 1960.

Shoe Cartons

Although general quality of product and fast service have long been of top importance in selling Bird shoe cartons, it has become increasingly evident that customers are demanding superior printing. Standards of even a few years ago are considered unsatisfactory now. Recognizing the need, Bird & Son has had a Nilsaton Press in operation for a number of years to provide this highest quality printing. Early in 1960 a second Nilsaton Press will be installed to give better service and increase our volume of top quality printing.

As always, our Paper Division business reflects the general business situation. Along with the improvement in business generally, our operations improved during 1959. We are having good volume in most lines with expectations that it will continue in the new year.

FROM THE AIR the Phillipsdale, R. I. Felt and Insulating Board Mill appears nearly surrounded by the waters of the Ten Mile and Seekonk rivers. In the foreground are cords of wood waiting to be made into Insulating Board. The Insulating Board Mill is next, with the tank for wood chip storage at the right. The Felt Mill is in the background.

Bird-Johnson Company

reports a favorable outlook for KaMeWa Controllable Pitch Propellers

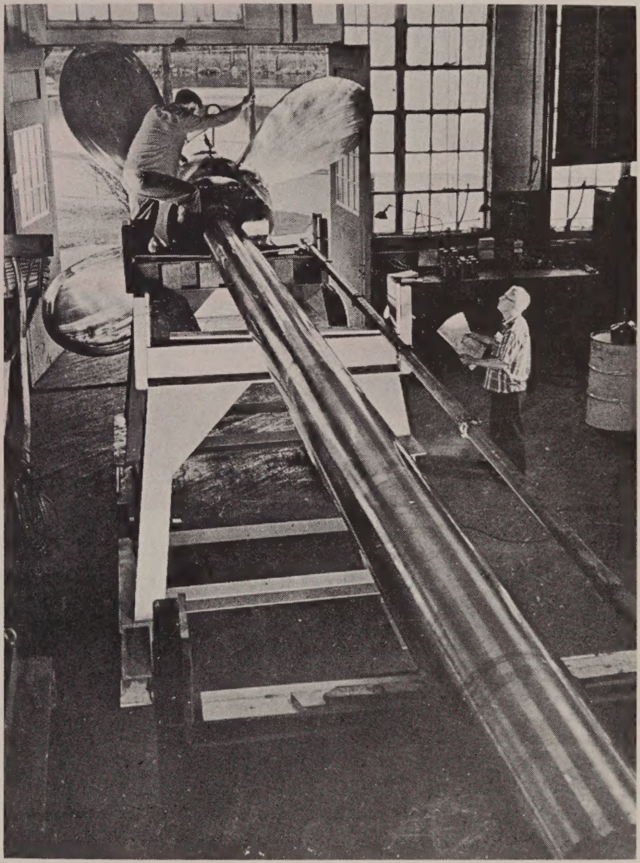
ALWAYS slow to depart from the accepted and traditional, the marine industry is, nevertheless, taking a good, hard look at the many exclusive features of the KaMeWa Controllable Pitch Propellers now manufactured at South Walpole. During 1959, enough commercial and military interests installed KaMeWa wheels on enough ships to consider this enterprise well launched and the outlook for future sales is bright.

In almost every area of marine operation — on the ocean, on the Great Lakes and the St. Lawrence Seaway, on the inland waterway system and in the harbors of the Atlantic and Pacific Coasts, there are conspicuous installations helping to demonstrate the operating conveniences and economies of KaMeWa propellers. The ocean-going dry bulk carriers AVERY C. ADAMS and ALEXANDER T. WOOD are among the largest vessels to be KaMeWa equipped. Together with the Great Lakes tanker MARTHA E. ALLEN; the twin-screw ferry, ARTHUR K. ATKINSON, on Lake Michigan; the Lake Superior passenger vessel RANGER III; and the ice-breaking tug JAMES J. VERSLUIS operated by the City of Chicago, these vessels illustrate the growing acceptance in the Great Lakes area.

Three Dalzell tugs in New York Harbor and a Crowley tug in the San Francisco Bay region are being watched with particular interest by tugboat operators because they frequently work with and directly beside conventionally propelled tugs, making possible direct performance comparison. Similarly, the U. S. Navy Minehunter MHC-43 has brought KaMeWa propellers to the attention of the Navy, Coast Guard, Bu-Ships and other military interests.

With these installations helping to prove that the higher first cost of a KaMeWa propeller is more than offset by greater efficiency, better maneuverability, lower operating and maintenance costs and greater safety, we hope to see KaMeWa wheels on a steadily growing fleet of work boats, commercial vessels and military craft. The groundwork has been laid but there remains much hard work for the entire Bird-Johnson organization before this objective can be accomplished.

The Bird-Johnson Company was organized in June, 1958 to produce and sell the KaMeWa Controllable Pitch Propellers. The company is owned jointly by Bird Machine Company and A. Johnson & Co. Inc. of Stockholm, Sweden.



Shop testing a KaMeWa controllable pitch propeller at Bird-Johnson Company. The 12-foot diameter, four blade, stainless steel, fully reversible wheel shown under test is one of two now on the Lake Michigan train ferry, *Arthur K. Atkinson.*

Bird-Crawford Printing Press Now on the Market

BIRD & SON and Bird Machine Company have been working together on a highly interesting and promising new development, the Bird-Crawford press. Radically different from the familiar types of printing equipment, this press, originated by Mr. E. A. Crawford, has the unique ability to print hard, flat surfaces of large area. Floor coverings offer one of the successful applications of this press. Bird Vinyl floor coverings are printed by this equipment. (See the picture on page 2.)

Bird & Son has acquired the rights for the Bird-Crawford press and Bird Machine Company, which built the press pictured, will explore the market possibilities for this equipment. It is expected that it may have widespread uses not only for printing vinyl coverings and similar materials but for metallic and other hard surfaces.

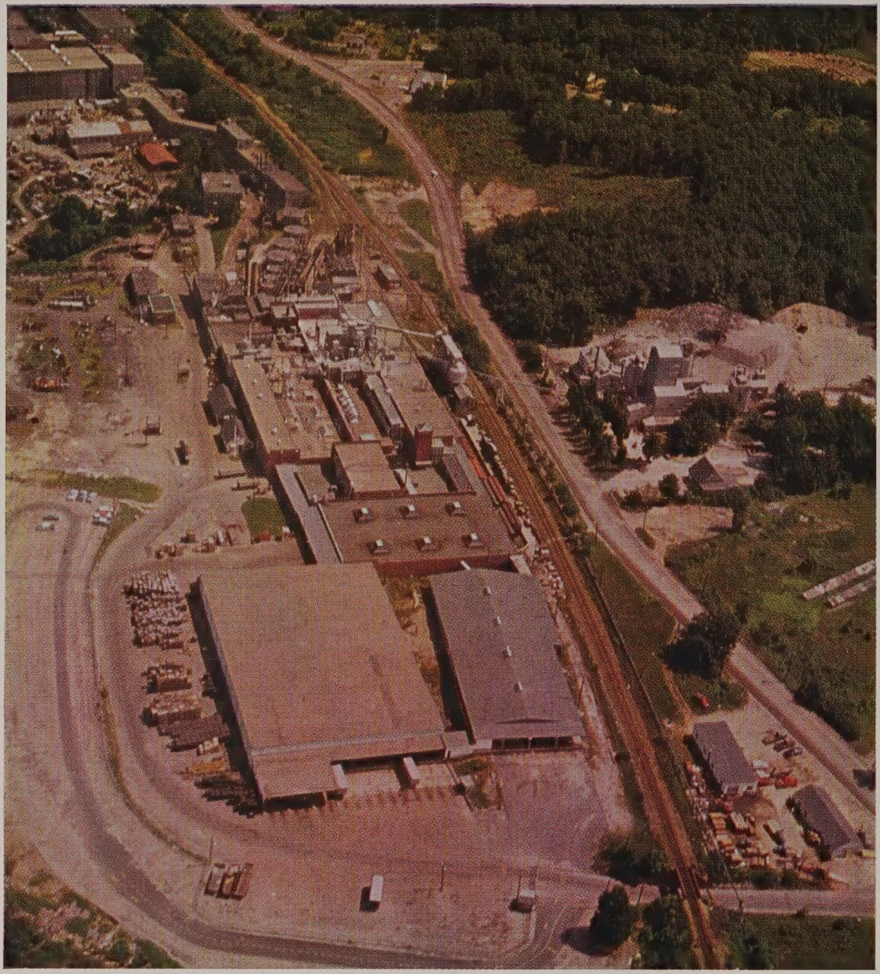
BIRD NEPONSET REVIEW

Vol. 47 No. 12 December 1959

Member of Mass. Industrial Association and International Council Industrial Editors, Inc.

Published for the employes of Bird & Son, inc., and their families. Editorial Office at East Walpole, Mass.

EDGAR M. GROUT, Editor JOHN J. MURPHY, Adviser
KENNETH W. PIERCE, Photographer



NORWOOD ROOFING PLANT where Bird Building Products are manufactured for shipment to the northeastern area of the country. Across the road at the right is the Granule Plant. Part of the Floor Covering Plant can be seen at the top of the picture.

WIND SEALS, The ARCHITECT, TERMIBAR

head long list of high quality Building Products manufactured by Bird

IT seems strange now to look back to a time when when Bird Wind Seal Shingles were not fully appreciated. When they were first introduced in 1957, it was an up-hill fight in some areas to convince dealers to carry them. Now they are as popular as winter sports at Sun Valley.

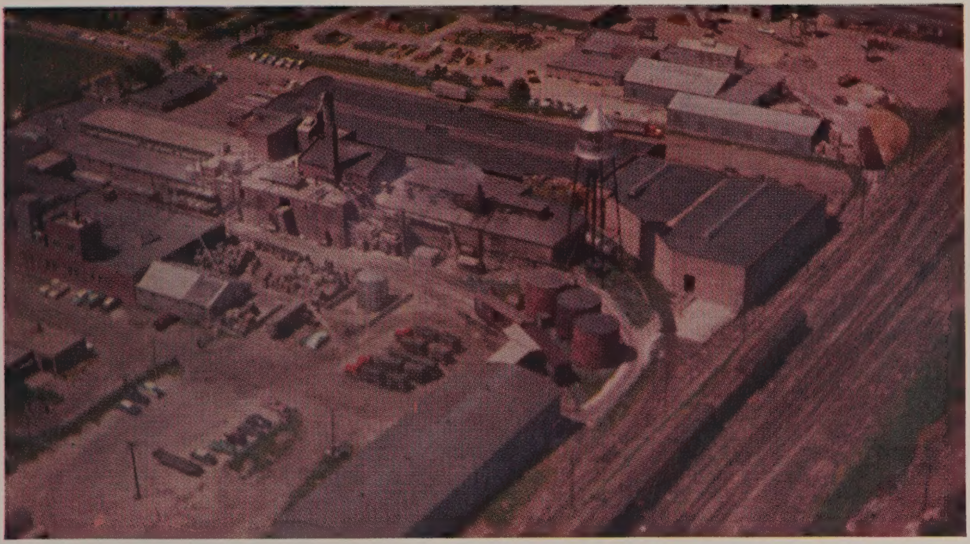
The way they stand up against hurricanes has been proven time and again. The latest test was from Hurricane Gracie in the Charleston, S. C. area. Wind Seals and Architect Shingles both withstood the high winds and lashing rains in outstanding fashion.

Popular in Mid-West

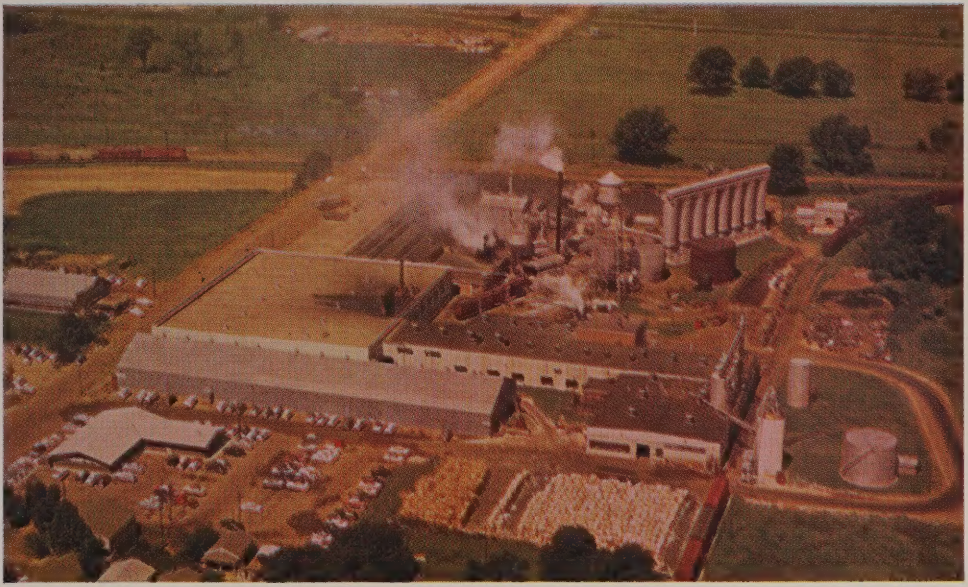
Bird Wind Seals are equally popular in the Mid-West. Their sales are high and climbing higher in the large central section of this country where winds blow hard, and tornadoes occasionally strike. In this region, high winds often drive fine snow or heavy rains up under less rugged asphalt shingles. But not Wind Seals.

Late in September a series of tornadoes hit western Illinois, doing extensive damage in the towns of Monmouth and Galesburg. Bird salesman Roger Moore and our distributor visited the area right after the storm and checked six Bird Wind Seal roofs. Every one was in perfect condition, whereas roofs in the same area, not of the Wind-Seal type, suffered very severe damage. This demonstration has made the local dealer, The Monmouth Lumber Company, more enthusiastic than ever about Bird Wind Seals. This company plans to concentrate all selling efforts now on this outstanding shingle.

The experience at Monmouth can be multiplied many times over in the Iowa, Missouri, Wisconsin and Nebraska areas serviced by the Chicago Plant.



CHICAGO ROOFING PLANT. Warehouses constructed in the last few years are in the foreground.



SHREVEPORT ROOFING PLANT AND FELT MILL Felt operations are in the foreground. The tall tanks are for granule storage. The new office is located in the separate building at the left.

Although the product is only two years old, Wind Seals now represent a large proportion of the asphalt shingle business in the Western Division. With sales of these shingles substantially ahead of 1958, the Chicago Plant area has sold in 1959 enough Bird Wind Seals to cover nearly every home in a city the size of Duluth. That's sure proof of the important impact this marvelous shingle is having, for Bird & Son and for the many dealers who have built new business with it, and also for the property owners who have the added security provided by Wind Seals.

The Bird Architect is still known today as the aristocrat of fine shingles. Where the best roof that money can buy is wanted, the Architect is first choice. We expect it to maintain its top position in protection and beauty again in 1960.

Termite Protection Products

Many dealers in the Charleston area have already met, or at least heard about, Alfred W. Kay, new commodity manager for termite protection products. Bird Termibar, with the allied Termibar line, was introduced last year. Bird & Son is now developing a complete termite protection system for new construction, and to aid in this effort, has engaged Mr. Kay who is a trained entomologist (Purdue University) with years of experience in pest control. Mr. Kay began his work in October in the Charleston area but is available for consultation in all areas, and will later spend some of his time in other sections developing the sale of Bird Termite protection products.

Bird Termibar is a sheet of felt with polyethylene film laminated on one side and carefully saturated on the other with a heavy oil containing fungicide and dieldrin. Dieldrin is one of the most powerful insecticides known. Termibar is laid with the dieldrin saturated side next to the ground. The slab foundation for the new house — or the cellar floor — is laid over it. If any supporting columns break into the layer of the Termibar, Bird Termibar Caulking Compound is used to seal the opening. Liquid Termite Killer is used around foundations of existing dwellings to protect the exterior perimeter from attacks. Part of the new commodity manager's time will be spent in working closely with production and research departments to perfect the products so that they will meet all specifications for full F.H.A. approval.

A new granule-making process, developed through research, provides a greatly improved granule. Now used at all Bird granule plants, it produces better, more durable colors as well as colors that are more brilliant. Its effectiveness is particularly noticeable in the new white granules and in other new pastel shades.

New Package

We started to pack Bird Insulated Siding shipments this year in a new package. Instead of the former paper wrapper, a strong, attractively-printed Bird Corrugated Case is used. It is much sturdier than the old wrap and since the packages are printed in large blue lettering, they are eye-catching, either in the dealer's warehouse or delivered on the job. They help sell the product and give better protection during shipment. The cases are made at our own No. 1 Box Shop in East Walpole, shipped flat to the siding machine in Norwood and set up there as needed.

A Cleveland warehouse was established in the fall of 1959. This was done to achieve a better balance in production in order to give better service to dealers in this busy area. Our mid-west operations now have a plant in Chicago and warehouse points at St. Louis and Cleveland.

Both national and point-of-sale advertising have been strongly emphasized in 1959. In the *Saturday Evening Post* there have been either full pages or facing half pages in either black and white or full color. A strong campaign has been run in the trade magazines to attract readership of architects, project builders, contractors and small builders, as well as wholesalers and retailers. Full color advertisements have appeared in all the popular building manuals: The House & Garden Book of Building, House Beautiful Building Manual, New Homes Guide and Today's Home.

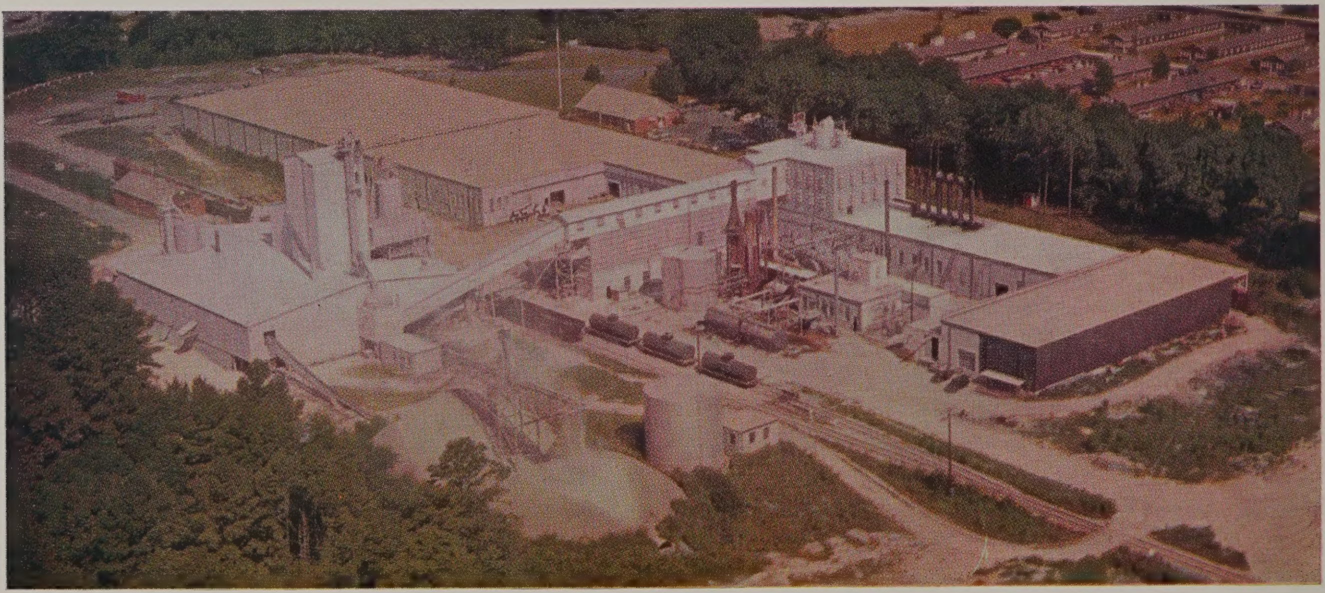
Point-of-Sale Advertising

Equally important are the Bird point-of-sale helps. National and trade advertising help build recognition of the brand name, but you can always count on the effectiveness of stuffers, colorful literature, attractive samples — good displays — and signs — in helping to obtain actual orders from property owners. It is most important that dealers and their salesmen have the proper tools to demonstrate our products. We are rightly proud of the colorful folders, and point-of-sale materials, brochures which Bird provides. Many dealers have commented on how effective they are.

The tremendous rise in building construction in 1959 was due, not to government stimulation, but to a sharp rise in privately owned projects. On Long Island, for instance the Osias Corporation started construction of a community of 2400 homes. With only a few exceptions, every house will have a Bird roof. Bird has also worked with this corporation in the advertising and promotion of these homes.

F. W. Dodge forecasts, and other similar reports, indicate a continuing high level of construction well into 1960. Any slackening in private home building will probably be offset by gains in construction of public buildings such as schools. Furthermore, Bird & Son and its hundreds of dealers and distributors can continue to do a large volume of business regardless of the activity in new home building, for there are millions of older properties throughout the United States that need maintenance and repair. We will continue to promote and sell the complete line of Bird building products for new construction and for remodeling. In our opinion there will be good volume in both these areas in 1960.

CHARLESTON ROOFING PLANT. This newest Bird plant was completed in 1954. The building in the center houses the granule operation. At the far right is the production machine unit, and at the left the large warehouse.



BIRD V-3 INSUL-SHEATH being applied to a large 10′ x 50′ floor deck of a mobile home. After completion, the V-3 will be the insulator and moisture barrier on the underside of the unit.

New Products Increase Volume of Busy Industrial Division

WHEN Bird V-3 Insul-Sheath Board was introduced last Spring, we knew we had a good product. We didn't know *how* good until customers began telling us by their repeat business.

This product, made on the solid fibre combiner at No. 1 Box Shop and sold for protective insulation for mobile homes, has far exceeded our volume expectations to date. Several of the largest mobile home manufacturers are using it in quantity; we have commitments from a number of others, with more interest being developed as the product proves itself. Some manufacturers are now encasing the entire mobile coach with V-3 board — sidewalls and roof, as well as the floor — because of its excellent insulating and waterproofing qualities. It's the same rugged, waterproof board once used for packaging emergency supplies for troops in World War II. Combined with aluminum foil on one or both sides, it repels moisture and insulates, too.

Bird & Son has gained the reputation of working more closely than any other manufacturer with mobile home designers to provide exactly what they need in the way of construction materials. In the linoleum tile field we now have a specialist, Matthew Connolly, devoting all his time to creating new patterns especially suitable for this industry. Because the interiors of home trailers are so compact, colors and designs must be on a subdued scale, too. We have been successful in developing a number of smaller, neater tile patterns and several new pastel colors which look particularly well in mobile homes.

Bird Tie Pads continue to make an excellent showing. Sales increased 25% over last year. Competition, particularly from products of lower quality and no substantiating record of performance, has been severe. Years of experience, however, have proven the quality of Bird Tie Pads beyond any doubt. Cost-conscious railroad executives realize that it is money well spent to invest in Bird Tie Pads and insure additional years of service life in track for ties. Bird Self Sealing Tie Pads are built to give maximum protection where it is needed most under tie plates.

Bird Tie Pads are now used in Europe, too. About three years ago some test pads were installed in track on Swedish railroads. Early this year Icopalfabriken was authorized to manufacture tie pads under Bird patents in Europe. From their plant in Malmo, Sweden and from plants in Norway and Denmark they are beginning to develop some promising business. In October when Director of Research Frank P. Reynolds visited the Malmo plant he was shown the results of some recent tests. In both laboratory tests and three-year track tests, Bird Tie Pads, Standard and Light Duty, proved to be the only satisfactory tie pads now manufactured in Europe. Over half a dozen brands were tested.

Just to make and sell a product is not enough these days. You must develop a team of specialists who study each customer's problems and help him find the solutions. Each of our field representatives, regardless of the product involved, is a specialist in his field. As a result both customers and Bird & Son reap the benefits. The closer we work with customers the more applications we find for our products and the more new products we develop through the linking of sales, service and research. Frequently our railroad and mobile home customers comment on the effectiveness of our research and service. As one satisfied customer put it: "How can we refuse to buy from a company that gives the service and help you do."

In that spirit we look forward to another successful year for the Industrial Division in 1960. We predict the introduction of new products and new uses for present products, as well as continuing increase in volume of the proven line of Bird Tie Pads, Bird V-3 Board and Bird Linoleum Tile.

GARY, INDIANA is the home of the Berry Refining Company. Each year this enterprising plant adds new equipment to help meet competition in gasoline, fuel oil and asphalts.

Berry Refining Operations Show Growth

AT the Berry Refining Company we are weathering very well the storm of the second successive year of Oil Industry over-production.

Improved quality, service, and the addition of a complete line of asphalt cutbacks, coupled with a 50% increase in our sales force brought about a substantial increase in our sales volume this year.

During 1959 we made and sold considerably more 100 plus octane gasoline than in any previous year. Our new high quality Marine Gasoline created sufficient interest to cause several of the large national oil companies to use us for a source of supply for this product.

Unique Cutback Unit

Our most noticeable increase in sales this year comes from the asphalt department. Early this spring our engineers designed and built an asphalt cutback unit unique in our area. From this unit Berry can supply any one of 15 different grades of cutback asphalt. Loading facilities connected with this unit can actually load cutbacks at the rate of 1000 gallons per minute, when the customer's equipment is of sufficient size and proper design to receive product that fast. Even at reduced loading speeds we are able to load our customer's transport trucks at rates 20% to 50% faster than other asphalt suppliers in our area. Customer reaction to this new unit has been extremely gratifying.

Coming next year

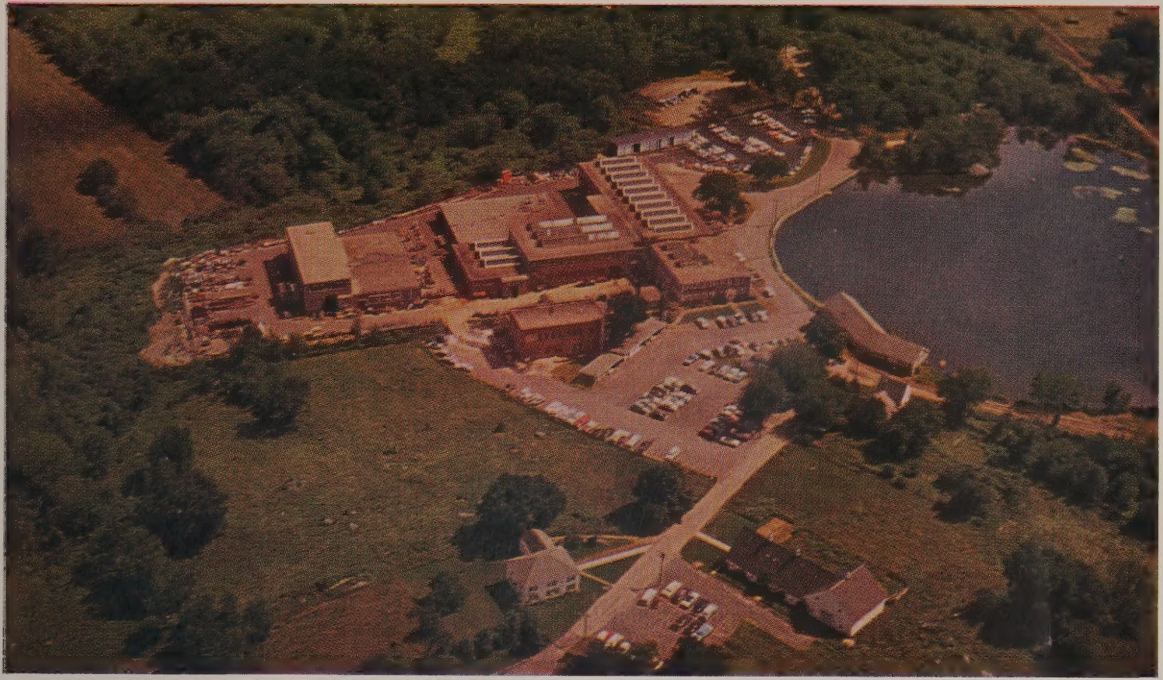
In 1960 we plan to increase our asphalt facilities again. A new blowing still and other equipment will equip us to make roofing asphalts and a line of specialty cutback asphalts for industrial uses.

Three truck transports were added to our fleet of leased trucks during 1959 to enhance our delivery service of asphalt and residual fuel oils. Increased sales also required us to double the number of tank cars we lease.

Office in Montana

Our continually growing demands for crude oil have been pointing to the need for a crude oil purchasing department. In July of this year we opened a crude oil purchasing office in Billings, Montana. We took over one substantial-sized crude oil purchasing contract and are currently evaluating several other crude oils with the view to making additional purchasing agreements direct with crude oil producers. This department not only supplies crude oil for the Gary refinery but also sells the product to other refineries.

The ambitious program which has been planned for 1960 has been enthusiastically endorsed by the whole Berry organization. All departments — operations — research — sales — and administration — have indicated their will to work vigorously for the accomplishment of this program.



BIRD MACHINE COMPANY of South Walpole, Mass. In addition to the main plant, center, in the left foreground is the Purchasing Building and under trees near the parking area, the office of the Bird Johnson Company.

Bird Machine Company

reports a year of notable progress

BUSINESS is now humming at South Walpole. This has been due in part to renewed demand for the established products in both the pulp and paper and the process industry markets, a reflection of the healthy recovery shown by these giant industries. It has been furthered by the enthusiastic reception that has been accorded Bird Machine's newer items, for example, the Centriscreen, which attained almost overnight acceptance throughout the paper industry. Aiding and abetting the success of the original model, the new and smaller Model 10 Centriscreen has been introduced this year and is destined for equal popularity among mills requiring a screen of moderate capacity. Now abuilding is the yet smaller Model 6 which will find application on individual cylinder molds, small paper machines and, perhaps, as a tailings unit.

Another relatively recent pulp and paper dirt removal development, the Bird Cyclean, is likewise beginning to move into volume production and use.

Interesting and newsworthy is the acquisition of the Crepe Company of New England, offering a machine for forming stretchable or crepe paper in the more or less dry state, a development that is expected to open up many new markets for crepe paper. These machines will be made available on a rental basis and for this purpose Bird Machine Company has set up a new and wholly owned subsidiary company, Bird Engineering, Inc.

Still another promising development, on which Bird Machine has been working closely with Bird & Son and Mr. Earl Crawford, is the Bird-Crawford printing press. Bird Machine Company is in the process of exploring its manufacturing and marketing possibilities.

The field of solid-liquid separating equipment for the chemical and mining industries — an area in which Bird machinery is already eminently established — has been experiencing marked 1959 activity in both the long existing and newer developments. Worthy of special mention is the growing demand for the big Bird-Prayon Horizontal Pan Type Vacuum Filters, especially in the fertilizer industry and the equally rapid acceptance of the Bird Humboldt Centrifugal Screen Dryer in the coal industry. About to be announced is a new 6-inch Continuous Centrifugal which will fit nicely into the family of its highly regarded big brothers for both small production and experimental operations.

In view of these activities and developments, and of the fact that the company's engineering and production facilities are at the peak of their fifty year evolution, is it any wonder that prospects for the New Year are considered bright. And a Merry Christmas and Happy New Year to you, too!

BIRD & SON, inc.

Established 1795

East Walpole, Massachusetts, U. S. A.

BRANCH OFFICES: Chicago, Shreveport, La., Charleston, S. C.

PAPER PRODUCTS AND FELT DIVISION

Paper Mills — East Walpole, Mass.

Box Factories — East Walpole, Mass., New Britain, Conn.

Shoe Carton Set-up Plants — Lewiston, Maine, Manchester, N. H.

Felt Mills — Phillipsdale, R. I., Shreveport, La.

Insulating Board Plant — Phillipsdale, R. I.

Tube and Core Plant — Lawrence, Mass.

BUILDING MATERIALS DIVISION

Roofing Plants — Norwood, Mass., Shreveport, La., Chicago, Ill., Charleston, S. C.

Granule Plants — Norwood, Mass., Glenwood, Ark., Charleston, S. C.

Warehouses — St. Louis, Missouri, Cleveland, Ohio, Jersey City, N. J., Miami, Florida

FLOOR COVERING DIVISION

Floor Covering Plant — Norwood, Mass.

OFFICERS

Chairman of the Board — Charles S. Bird
President — Axel H. Anderson
Vice President — Eli L. Chamberlain
Vice President — Charles A. Sumner
Vice President — Ralph A. Wilkins
Secretary and Treasurer — Wesley C. Ahlgren

DIRECTORS

Wesley C. Ahlgren
Philip R. Allen
Axel H. Anderson
Perkins Bass
Frederick K. Becker
Charles S. Bird
David Bird
Eli L. Chamberlain
E. Barton Chapin
Richard P. Chapman
Elwood T. Dickinson
Weston Howland
Jerome C. Hunsaker, Jr.
Calvin A. King
William R. McNeil
Charles A. Sumner
James S. Van Pelt
Ralph A. Wilkins

EXECUTIVE

Treasurer and Secretary, Wesley C. Ahlgren
- Asst. Secretary, Asst. Treasurer and Comptroller, Warren H. Anderson
- Asst. Treasurer (Retirement Plan & Group Insurance), Ernest H. Coleman
- Assistant Treasurer and Credit Manager, Wylie G. MacIvor
- General Auditor, John C. Rambeau
- General Office Manager, Joseph Erker, Jr.
- General Cost Accountant, Lawrence M. Lindblom

Director of Research, Frank P. Reynolds
- Chief Chemist Research Division, James W. Kemmler

Purchasing Agent, John T. Andrews
- Assistant Purchasing Agent, Herbert L. Church
- General Traffic Manager, John A. Shelley

Director of Personnel and Industrial Relations, John J. Murphy
- Assistant Director of Personnel and Industrial Relations, Page S. Bunker
- Personnel Services Manager, Albert W. Smith
- Employment Manager, Edgar M. Grout
- Training Manager, Henry E. Mathieu

Director of Marketing, Howard O. Woods
- Advertising and Sales Promotion Mgr., Building Materials, Leonard C. Niese

Director of Industrial Engineering, E. Russell Pulsifer
- Assistant Director of Industrial Engineering, Stephen C. Traudt

Director of Development Engineering, John G. Callan

SALES AND PRODUCTION DIVISIONS

PAPER PRODUCTS AND FELT DIVISION

Vice President, R. A. Wilkins
- Assistant to Vice President, H. S. Whitney
- Chief Engineer, O. M. Lambine
- Sales Manager, Fibre Box Division, H. R. Bonnyman
  - Assistant Sales Manager, Benjamin Beale
- Manager, Carton Division, R. H. Hall
  - Sales Manager, Carton Division, E. C. Davis
  - Superintendent, Carton Division, R. B. Patterson
    - Manager Lewiston Plant, G. F. Houghton
    - Manager, Manchester Plant, G. R. Hoyt
- Sales Manager, Horticultural Division and Special Papers Division, W. D. Marland
  - Assistant Sales Manager, W. W. Cusumano
- General Superintendent, Paper and Box Divisions, J. J. Burke
  - Superintendent, Paper Division, L. J. Tarbell
  - Superintendent, Box Division, A. D. Colburn
  - Chief Chemist, H. T. Barker
  - Chief Engineer, G. M. Blair

NEW BRITAIN DIVISION

- Manager, A. J. Bushell
  - Sales Engineer, M. B. Lee
  - Superintendent, C. H. Porter

GEORGE W. DINSMOOR COMPANY

General Manager, R. A. Watters
- Production Manager, John Robinson
- Office Manager, F. A. Winters

FELT DIVISION

Phillipsdale Mill

- Superintendent, P. I. Knight
  - Office Manager, R. W. Pearson
  - Chief Chemist, A. H. Chamberlain
  - Chief Engineer, E. E. Peterson

Shreveport Mill

- Manager, R. F. Jenkins
  - Superintendent, B. P. Soward
  - Office Manager, O. N. Sherburne
  - Chief Chemist, R. N. Potter

FLOOR COVERING DIVISION

Vice President, C. A. Sumner
- Assistant to Vice President, R. V. Garner
- Assistant to Vice President, Alexander Garner
- Sales Manager, A. J. LeBlanc
  - Assistant to the Sales Manager, Stanley Blackmer
  - Field Manager, M. E. Cummings
  - Field Manager, Paul DeChellis
  - Field Manager, W. W. Wright
  - Field Manager, W. T. Evans, Jr.
  - Sales Service Manager, J. V. O'Sullivan
- Sales Manager Mail Order Accounts, R. T. Murphy
- Superintendent, Flooring Plant, J. K. Lockridge
  - Chief Chemist, E. H. Fuller

(Continued on next page)

BUILDING MATERIALS DIVISION

- Vice President, E. L. CHAMBERLAIN
  - Executive Assistant to the Vice President, ROGERS WEED, JR.

EAST WALPOLE

- Eastern Manager, J. D. JOHNSTON
  - Sales Manager, New England District, R. A. BEATTIE
  - Sales Manager, New York District, J. H. MURPHY
  - Sales Mgr., Middle Atlantic District, T. E. MILLER, JR.
  - Sales Service Manager, W. E. SMITH, JR.
  - Superintendent, W. R. WRIGHT, JR.
  - Chief Chemist, S. H. SALLIE

CHARLESTON

- Southeastern Manager, H. F. DAVIS
  - Sales Manager, South Atlantic District, B. L. SEARS
  - Sales Manager, Dixie District, A. K. POWERS
  - Sales Service Manager, J. H. BURN
  - Office and Credit Manager, ROBERT ZOBEL
  - Purchasing Agent, FLOYD BILLINGS
  - Superintendent, WILLIAM FREEGARD
  - Chief Chemist, W. K. PRICE

CHICAGO

- Western Manager, P. C. JOHNSON
  - Assistant Manager, R. H. EMERSON
    - Sales Manager, Midwest District, A. M. DOBBINS
    - Sales Manager, Central District, T. E. DOWNEY
    - Sales Service Manager, B. G. MACFARLANE
    - Office and Credit Manager, R. W. MACLEOD
    - Purchasing Agent, H. W. ALTMAN
    - Traffic Manager, A. H. COOK
    - Superintendent, D. E. FRAZIER
    - Chief Chemist, A. T. MURGATROYD

SHREVEPORT

- Southwestern Manager, R. F. JENKINS
  - Sales Manager, Gulf District, T. D. BLANCHARD
  - Sales Manager, Midsouth District, F. H. MAY
  - Sales Service Manager, J. E. EVANS, JR.
  - Office and Credit Manager, O. N. SHERBURNE
  - Traffic Manager, K. A. LOE
  - Purchasing Agent, W. D. BLUE
  - Superintendent, B. P. SOWARD
  - Chief Chemist, R. N. POTTER

Commodity Manager, Built-Up Roofing, E. L. LINCOLN

Commodity Manager, Termite Protection Products, A. W. KAY

INDUSTRIAL DIVISION

- General Manager, B. V. JOHNSON
  - Manager Railroad Products, A. A. CROSS
  - Manager Special Products, T. G. SULLIVAN
- Mobile Home Sales
  - Western Agent, D. C. Gustafson Company
  - Southern Agent, Southern Associates
  - Midwestern Agent, Manufacturer's Warehouse
  - West Coast Agent, Morris DeLee, Co., Inc.
- Railroad Products Sales
  - Eastern Representative, J. L. HOLMES
  - Western Representative, H. L. HOLDERMAN
  - Western Representative, R. W. CARPENTER
  - California Agent, W. T. RICHARDS
  - Canadian Agent, Melville Machinery Co., Ltd.
  - Southwestern Agent, W. E. Bugbee Railway Equipment Co.

BERRY REFINING COMPANY

OFFICERS

- Chairman of the Board, AXEL H. ANDERSON
- President, JAMES S. VAN PELT
- Vice President and Treasurer, WESLEY C. AHLGREN
- Secretary and Assistant Treasurer, WARREN H. ANDERSON

DIRECTORS

- WESLEY C. AHLGREN
- PHILIP R. ALLEN
- AXEL H. ANDERSON
- WARREN H. ANDERSON
- CHARLES S. BIRD
- JAMES S. VAN PELT

W. J. HILL INC.

OFFICERS

- President, JOHN T. ANDREWS
- Treasurer, WARREN H. ANDERSON
- Clerk, ERNEST H. COLEMAN

DIRECTORS

- WARREN H. ANDERSON
- JOHN T. ANDREWS
- ERNEST H. COLEMAN
- JOHN A. SHELLEY
- RALPH A. WILKINS

Manager, ALBERT W. BOONSTRA

GEORGE W. DINSMOOR COMPANY

OFFICERS

- President, RALPH A. WILKINS
- Vice President, ROBERT A. WATTERS
- Treasurer, WESLEY C. AHLGREN
- Secretary, WARREN H. ANDERSON

DIRECTORS

- WESLEY C. AHLGREN
- AXEL H. ANDERSON
- WARREN H. ANDERSON
- ROBERT A. WATTERS
- RALPH A. WILKINS

BIRD MACHINE COMPANY

OFFICERS

- Chairman of the Board, AXEL H. ANDERSON
- President, CALVIN A. KING
- Vice President, HENRY H. SHEPHERD
- Secretary and Treasurer, WESLEY C. AHLGREN

DIRECTORS

- WESLEY C. AHLGREN
- PHILIP R. ALLEN
- AXEL H. ANDERSON
- FREDERICK K. BECKER
- CHARLES S. BIRD
- CALVIN A. KING
- GEORGE SHERRERD, JR.

Manufacturing Manager, EDGAR R. MCCLUNG, JR.

Assistant Treasurer and Assistant Secretary, WARREN H. ANDERSON

Chief Engineer, MADISON M. CANNON

Assistant Treasurer and Office Manager, LAWRENCE T. BROWN

BIRD ENGINEERING, INC.

OFFICERS

- President, CALVIN A. KING
- Vice President, HENRY H. SHEPHERD
- Treasurer and Clerk, WESLEY C. AHLGREN
- Assistant Treasurer, LAWRENCE T. BROWN
- Assistant Treasurer, WARREN H. ANDERSON

DIRECTORS

- WESLEY C. AHLGREN
- AXEL H. ANDERSON
- CALVIN A. KING

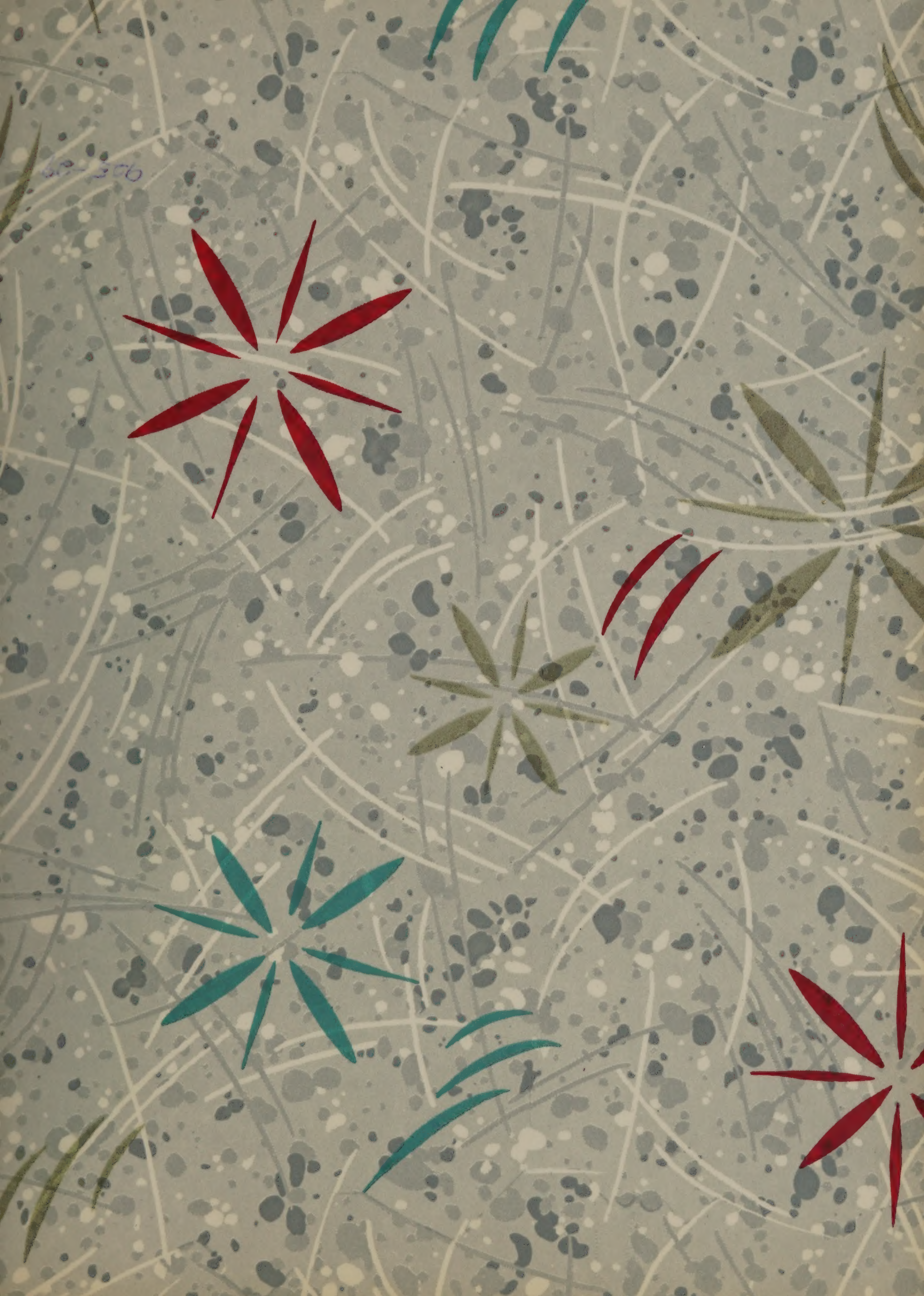
BIRD–JOHNSON COMPANY

OFFICERS

- President, FREDERICK K. BECKER
- Vice President, HOWARD H. SCOTT
- Secretary and Treasurer, WESLEY C. AHLGREN

DIRECTORS

- AXEL H. ANDERSON
- FREDERICK K. BECKER
- AXEL A. JOHNSON, JR.
- ROBERT M. LYNCH
- HOWARD H. SCOTT



60-306